BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 22 WASHINGTON, D. C., JUNE 9, 1941 $5.00 A YEAR—15c A COPY

Delay in Enforcing Net Rules Is Foreseen

Fly Willing to Defer, Revise, Amend; Clashes With White at Probe

ALTHOUGH it may be another fortnight before the broadcasting industry learns the fate of the White Resolution to block enforcement of the FCC's punitive network monopoly regulations, enough transpired last week to dispel the fear that the Commission majority will invoke the radical rules in their present form by the specified Aug. 2 effective date.

Willingness of FCC Chairman James Lawrence Fly to make deep concessions on the eight rules during his three-day appearance before the Senate Interstate Commerce Committee June 2-4, tended to alleviate the immediate tension. An atmosphere of compromise developed and it was thought in some quarters that before the end of preliminary hearings on the White Resolution Chairman Wheeler (D-Mont.), may try to get an agreement from the FCC, NBC, CBS and other industry groups to arbitrate.

Full running story on the Senate Interstate Commerce Committee hearings on the White Resolution as well as additional stories and pictures will be found beginning on page 14.

Willing to Extend

While it is too early to predict the outcome, Chairman Fly, under close examination, definitely committed the FCC majority to extension of the time element if "good faith" is indicated. In some quarters this was interpreted as opening the way for across-the-table arbitration. Should that happen, the committee might not even be called upon to vote immediately on the White Resolution, which would forestall enforcement of the regulations until 60 days after the committee shall have made its report to the Senate [BROADCASTING, May 19].

That NBC will not be forced to divest itself of the Blue network by Aug. 2, as inferred under the regulations, was promised by Chairman Fly upon insistence of Chairman Wheeler. At least a six months leeway was indicated, as far as Mr. Fly was concerned. But NBC has shown no disposition to capitulate to this requirement or to any of the rules.

If the White Resolution does not result in thwarting the FCC, both NBC and CBS, probably flanked by virtually all other elements in the industry except MBS, are prepared to go to the courts for injunctive relief. There is no doubt whatever that the organized broadcasters do not intend to relent in their determination to fight out the battle with the FCC on all fronts, on the theory that the future of broadcasting is involved.

Meanwhile, attentive ears were cocked toward the Anti-Trust Division of the Department of Justice. Assistant Attorney General Thurman Arnold has a staff, headed by Victor O. Waters, special assistant to the Attorney General, digging into the whole network monopoly picture. Based on past performances, as well as on comments made to the Interstate Commerce Committee by Chairman Fly, it is expected that anti-trust actions will be initiated against the networks on purported monopoly grounds.

One of the salient contentions of Senator Wallace H. White Jr. (R-Me.), author of the resolution to investigate the FCC, was that it was not within the purview of the FCC to enforce the monopoly laws and that Congress should have been consulted in advance.

Arnold Interested

It is doubted whether the Anti-Trust Division will move until an expression comes from the Senate Interstate Commerce Committee on the White Resolution. Meanwhile, however, Mr. Waters is continuing his study of the voluminous testimony at the inquiry before the FCC, as well as of the FCC committee report, majority and minority final reports, and other related data. The Anti-Trust Division has been shorthanded but it is expected to procure an additional $750,000 appropriation for the new fiscal year beginning July 1.

Because of his intense interest in radio, it has been indicated that Assistant Attorney General Arnold himself would take over direction of the action against monopoly in radio.

Already, talk of a "consent decree", following the recent decrees entered in the ASCAP-BMI controversy, is being heard. This is

CHIEF QUIZZER

AUTHOR of the resolution to investigate radio and the FCC, and chief interrogator at the hearings, is Senator White (R-Me.), one of the authors of the Radio and Communications Acts, who has a more thorough knowledge of the history and intricacies of radio than any other legislator on Capitol Hill. Photo taken as he questioned Chairman Fly.

JAM-PACKED COMMITTEE ROOM at the opening of Senate Interstate Commerce Committee hearings on the White Resolution. At head of committee table (left) are Senators Wheeler (D-Mont.), chairman; Truman (D-Mo.); Hill (D-Ala.). At right are other members of the committee and principals (clockwise): Senators Smith (D-S.C.); Tunnell (D-Del.); Gurney (R-S.D.); Stewart (D-Tenn.); Brooks (R-Ill.); Johnson (D-Col.); McFarland (D-Ariz.); Clark (D-Ida.); Tobey (R-N.H.); Telford Taylor, FCC general counsel; James Lawrence Fly, FCC chairman.

commonplace whenever talk of anti-trust litigation develops.

Chairman Fly was still on the stand last Wednesday after a three-day appearance which hit all the notes in the scale. He had repeated stiff encounters with Senator White and on occasions found it necessary to apologize for his inflammatory remarks. He charged the "two New York corporations" and others with attempting to dictate a reorganization of the FCC and of using the White Resolution as the device to give them time to lobby their way out. He insisted the FCC had all of the authority necessary to invoke the regulations and predicted the Government would win hands down in the courts.

Fly Disarming

While unusual interest was displayed by the committee, Chairman Fly apparently made an over-all good impression. His willingness to comprise and the liberal interpretations placed by him upon the regulations were designed to deflate the opposition argument that broadcasting would be thrown into chaos.

He insisted that stations could continue to serve as outlets of particular networks, that networks would continue to make good money, and that smaller stations would not be harmed, but protected.

The only effect, he argued, would be to inject new and healthy competition into broadcasting, though NBC would be forced to divest itself of the Blue (which he said it could sell without difficulty), and networks would not be permitted to own more than one station in such key cities as New York, Chicago and Los Angeles or San Francisco, with other managed and operated stations forced on the block.

MBS Next on Stand

Industry reaction was that under Chairman Fly's interpretation, the regulations would have no teeth at all. The chairman's repeated invitations to the industry to "litigate" were viewed as an effort to have the committee forego action on the White Resolution and get the whole matter back in the hands of the Commission.

Chairman Fly was slated to conclude his testimony on Monday, June 9. He was to be followed by MBS, which was expected to complete the case in support of the regulations. Witnesses for MBS, who may consume two hearing days, will be Alfred J. McCosker, chairman of the board and president of its key station, WOR; Louis G. Caldwell, MBS-WGN counsel, and Fred Weber, MBS general manager. Mr. Caldwell was to testify first on the jurisdictional phases.

First witness for the "opposition" will be Commissioner T. A. M. Craven, who dissented vigorously from the majority report, along with Commissioner Norman S. Case. The former Naval officer did not request time but was called upon suggestion of Senator White.

While no established order of appearance has been announced, indications are that NAB President Neville Miller will be the first opposition witness for the industry. He is expected to testify on the action of the NAB convention in St. Louis May 12-15, resolving against the regulations as a threat to radio by the American plan.

The second industry spokesman will be Mark Ethridge, former NAB president, vice-president and general manager of the *Louisville Courier Journal & Times*, which operates WHAS, and the industry leader without portfolio.

An advisor and confidante of President Roosevelt, Mr. Ethridge had been delegated to undertake a policy study of broadcasting just prior to the FCC majority action on the monopoly regulations. Indignant over this action, he was largely responsible in St. Louis for rallying the industry, except MBS, against the regulations and sharply attacked Mr. Fly's stewardship.

Mr, Ethridge doubtless will be questioned closely on his allegations of politics in the FCC—a topic avidly picked up by Senator Tobey (R-N.H.) while Mr. Fly was on the stand. The so-called "Jesse Jones deal," involving a 50,000-watt grant to KTRH, Houston, on 740 kc., as well as the "48-hour" approval of transfer of WSB, Atlanta, to former Governor James M. Cox, were covered by Senator Tobey, who also indicated he would have other questions on "smelly" radio situations to put to future witnesses.

Chairman Fly had denied on his first appearance that political considerations were involved in Commission actions, but on the following day said the FCC was "subjected to an unmerciful line of political pressure from a scandal-mongering portion of the industry."

A number of public service organizations, such as the American Legion, National Council of Catholic Men, Federal Council of the Churches of Christ in America, and women's organizations, voluntarily have asked for opportunity to appear before the committee in opposition to the regulations. Generally, they are expected to deprecate any regulatory move in these times that would disturb the existing broadcast service.

For NBC, President Niles Trammell, and possibly other witnesses, will testify. William S. Paley, CBS president, will head the roster for that network, probably with former Judge John J. Burns, CBS general counsel who directed that network's case before the FCC, to head its counsel. Former District Attorney John Cahill, of New York, has been retained as NBC's chief counsel.

NETWORK CHIEFTAINS at the Senate hearings (l to r): William S. Paley, CBS president; Alfred J. McCosker, chairman of the MBS board and president of WOR; Niles Trammell, NBC president.

No Appeasement

On the eve of the opening of the hearings June 1, an extraordinary meeting of key broadcasters was held at the Mayflower Hotel, Washington, at which all overtures to "appease" the FCC were flatly rejected. Some two-score broadcasters, representing independent as well as network stations throughout the country, selected by NAB President Miller as an informal steering committee, met with the NAB executive committee, legislative committee and key officials of the networks, including RCA President David Sarnoff and Messrs. Trammell and Paley.

In his first three days of testimony, Chairman Fly highlighted what he described as the studied effort of the industry to exaggerate the effect of the regulations. He pounced away at purported monopoly and tried to pin responsibility for the Commission's action on demand from Congress, even using Senator White's past speeches as a "motivating force." He was cut down by the Maine Senator on these allegations in several sharp colloquies, however.

Chairman Fly thought six major networks would be enough, but admitted that physical limitations would make it hard to provide necessary outlets in key markets. He tangled with Senator White on many occasions and also with other committee members, but whenever he appeared to be navigating in hot water, Chairman Wheeler interposed observations which tended to clear the atmosphere.

Chairman Wheeler's position was largely anti-network, but he deprecated the FCC's haste and repeatedly attempted to remove the "heat" in the cross-fire. He thought that both sides had become too inflamed and that in these times a calm, cool and sane approach was essential. He criticized what he called the "slugging contest" between the FCC and the networks.

Senator White's over-all view was that the FCC had attempted to "write its own laws" on monopoly and that as a "creature of Congress" it does not have the right to determine its own legislative policies. He berated the Commission for in any wise opposing the hearings on his resolution and advocated passage of the legislation so that Congress could clearly demark the extent to which networks should be regulated, and at the same time limit the FCC's authority.

Bill Authorizing Property Requisition Covers Power in Communications Law

VIEWED as only a routine clearance insofar as radio is concerned, a bill to formalize powers of the President during the national emergency and to requisition for fair compensation property of any kind necessary to the national defense, was transmitted to Congress June 2 by the War Department, with President Roosevelt's approval.

As related to communications, the measure is identical in effect with the provisions of Section 606 (c) and (d) of the Communications Act of 1934, giving the Chief Executive blanket powers to take over radio properties in his discretion, with "just compensation", plus authority to amend or suspend rules and regulations, close or dismantle stations.

Right to Sue U. S.

Under the Communications Act, as well as under the new general bill, the President can certify the amount to be paid for requisitioned property, and if the amount is unsatisfactory to the principal he is to be paid 75% of the assessed amount, and authorized to sue the United States to recover additional money within two years.

When the unlimited emergency was declared last month by the President, there was no immediate change in the situation as it pertained to radio. Since the declaration of the "limited" emergency with the outbreak of hostilities in September, 1939, the provisions of Section 606 have been operative because the statute does not distinguish between "limited" or "unlimited" emergencies.

The new bill, according to the War Dept., has been approved not only by the President but by the Navy and the Office of Production Management. Internal communications, which include broadcasting, fall within the purview of the Army in a national emergency. Assurances have been given all down the line, however, that there is no disposition on the part of the Government to interfere with normal commercial broadcast operations.

XUM

Ickes Support Aids Daylight Move

OPM Also Understood To Favor Adoption Of Proposal

POSSIBILITY that universal daylight saving time may come before long for the United States, perhaps on a year-round basis, gained credence during the last week with evidence of Administration backing of the idea.

Secretary of Interior Harold L. Ickes at his press conference last Thursday reaffirmed his advocacy of daylight saving time as a means of conserving electrical power, in line with the defense effort, and as BROADCASTING went to press it was understood the Office of Production Management was ready to back legislation setting up a daylight saving time base for the country.

Universal Time Urged

Long before the national defense program took shape, the daylight saving question was bandied about the broadcasting industry. Perennially the argument has broken out, arising from the hodge-podge system resulting from observance of DST in some communities and its non-observance in others.

The effect of this system of program schedules, inflicting a twice-yearly headache on station and network operators, early brought a clamor from the industry for a universal time system—all daylight saving or all standard time.

The situation was reviewed and suggestions offered early this year in BROADCASTING articles by Jack Laemmar, radio director of Lord & Thomas, and Willard D. Egolf, commercial manager of KVOO, Tulsa [BROADCASTING, Feb. 3].

Secretary Ickes, who for a long time has advocated daylight saving for Washington and who the week before had voiced his support for a DST system covering the whole nation, stated last Thursday that he favored instituting DST immediately after necessary legislation had passed. He indicated also that the projected "fast time" system should function the year round during the defense emergency.

Secretary Ickes commented that he did not think the daylight time system could be established by executive order, that it would have to come through legislation similar to that establishing DST during World War I.

Though he had no comment on any of the three DST bills now pending in the House—introduced by Reps. Keogh (D-N. Y.), McLean (R-N. J.) and Rogers (R-Mass.)—the tenor of his statements led to the belief that the Administration probably would formulate legislation of its own, presumably on a 12-month rather than the 6 and 7-month basis provided in the three pending proposals.

The House Interstate & Foreign Commerce Committee, swamped since the beginning of the session with other legislation, has completely ignored the proposals, although it has been believed from the start that if the Administration gave the DST question a shot in the arm, Congress would act speedily in providing the statute. Washington observers feel the Ickes statement, coupled with the reported forthcoming recommendation from OPM, will provide sufficient stimulus for Congressional action.

Industry Sentiment

The general idea of the pending bills already has gained the active support of various merchandising and business organizations, including the NAB. A recent NAB survey of radio stations indicated that the majority favor establishing a uniform basis for time for the whole country, either universal daylight saving or universal standard time, with strong sentiment for DST [BROADCASTING, May 12].

On the other hand, considerable opposition also has been expressed to "fast time". Fred Brenckman, Washington representative of the National Grange, has served notice on DST proponents that any attempt to push such legislation would meet "strong and determined opposition". Some opposition also has been registered by church groups.

Commenting on the opposition of farmers, Secretary Ickes said he could not understand their position. When it was pointed out that farmers maintained most of their work, such as the milking of cows, was governed by natural laws, Secretary Ickes declared: "I suspect if we had daylight saving time on my farm, the cows would be milked when we're ready".

Revised Schedules of AT&T Bring 5% Savings for Radio

Total Rate Reduction of 14 Millions Provided In New Rates As Submitted to the FCC

SAVINGS amounting to almost 5% of the $5,376,044 spent in 1940 by national and regional networks for long-line wire service for network operations are reflected in a $14,000,000 rate reduction agreement by the American Telephone & Telegraph Co., announced last Wednesday by the FCC.

Although the reductions apply only on intercity and interstate connections, and not local, and represent specific changes on specific rates rather than an overall reduction in telephone line costs, new tariffs filed by AT&T are expected by the FCC to reduce annual revenue from broadcast lines for network service $250,000 per year on long lines and an additional $25,000 on other interstate lines. The rate change is effective July 10.

Changes in Rates

The bulk of the $14,000,000 rate reduction results from elimination of the report charge on long distance calls and a lowering of the charge for time beyond the initial three minutes on person-to-person calls, the FCC explained. The report charge previously was made for uncompleted person-to-person and reversed charge calls. Under the new tariff schedule, charges for person-to-person calls are reduced so that the charge for extra minutes beyond three will be the same as for a station-to-station call.

This is the third major rate reduction obtained through negotiation between AT&T and the FCC in the last four years, and the $14,000,000 reduction prompted dismissal of a pending FCC investigation of the interstate toll rates of the AT&T long lines department and the 21 associated Bell System companies.

According to FCC figures, the broadcasting industry in 1940 spent a total of $7,968,940 for telephone line facilities, including local and network operations. Of this, the three national networks spent $5,178,730 for lines for network service and an additional $733,375 for wire facilities for 23 M&O stations; five regional networks spent $197,314 for network wire service and $34,483 for eight M&O stations; and 734 independently operated stations, including simultaneous selling groups which do not literally constitute regional networks, $1,825,038.

It was estimated that about $250,000 of the $275,000 reduction accruing to broadcast services would apply to the network operation—amounting to almost 5% of the $5,178,730 spent by national networks and the $197,314 spent by regional networks. In relation to the total amount spent for line facilities by the industry, the reduction amounts to about 3.5% of $7,968,940.

Praise from Fly

Figures for 1938, developed during the network-monopoly investigation, show that NBC spent approximately $3,600,000 for wire facilities for network transmissions; CBS, $1,800,000; MBS, $500,000. It is believed that the same ratio maintains for the 1940 network wire charge figures.

FCC Chairman James Lawrence Fly praised the process of regulation by negotiation which resulted in the rate cut, commenting: "This reduction in rates was brought about by mutual agreement of the Commission and AT&T. I believe this is another example of the constructive results which can be accomplished when Government and industry sit around the conference table in an atmosphere of mutual respect and good faith."

Negotiations with AT&T were handled for the FCC by Commissioners Walker and Wakefield.

Shepard Applying For WAAB Shift

Would Move It to Worcester; WNAC Would Key Both Nets

TO COMPLY with terms of the FCC monopoly regulations banning ownership of more than one outlet in the same city by a single network group, whether national or regional, John Shepard 3d, president of the Yankee and Colonial networks in New England, on June 5 filed with the FCC an application to move WAAB, Boston, key to the Colonial, to Worcester, Mass. WNAC, Boston, Yankee key, presumably would become the Boston originating station for both networks.

Whereas it had been presumed [BROADCASTING, May 12] the anti-dual network operation regulation would preclude the joint Yankee and Colonial services, Mr. Shepard pointed out that the two networks do not operate simultaneously, using only one network line. When Yankee is on the air, Colonial is not.

Provision of Order

The FCC order specifies that no license shall be issued to a standard station affiliated with a network organization which maintains more than one network, but there is the proviso that the regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served.

WAAB operates on 1440 kc. with 1,000 watts, an assignment that it is believed technically will fit into Worcester. In addition to serving as the Colonial key, it is an MBS outlet. The application seeks permission to increase power of WAAB from 1,000 to 5,000 watts, with a directional day and night. The transmitter would be moved from Quincy to Paxton, and the studio, signifying location, from Boston to Worcester.

Hecker Series

HECKER PRODUCTS Corp., New York, is using one-minute spot announcements for Bixby's shoe polish 13 times each on 16 stations in the South and in the State of Washington. Benton & Bowles, New York, is agency.

More for Dentyne

AMERICAN CHICLE Co. Long Island City, is expanding the list of stations carrying one-minute announcements for Dentyne Gum. Badger, Browning & Hershey, New York, is agency.

Radio-Press Group To Ask for Delay In Date of Hearing

More Time Needed to Prepare; Transfer to Fall Likely

A PLEA for postponement of the newspaper divorcement hearings, set for June 25, will be made to the FCC Wednesday, June 11, by counsel for the Newspaper-Radio Committee, on the ground that additional time is needed for preparation.

It was learned at the FCC that former Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye, associate counsel for the newspaper-radio group, will confer with FCC Chairman James Lawrence Fly to urge a postponement, probably until fall. The FCC, at a meeting May 28, set the June 25 date for the beginning of the hearings [BROADCASTING, June 2] but the formal press announcement was not made until June 2.

Issues Not Divulged

Because of lack of time in which to prepare, it is presumed the newspaper station attorneys will seek an extended delay. FCC action would be necessary to authorize the postponement, but there appears no disposition to block such a move, particularly in the light of the White Resolution hearings in Congress. Moreover, it is assumed the FCC would be loathe to hold regular sessions during the usually sweltering Washington summers.

The FCC has not yet released any detailed issues to be covered in the hearings. As a matter of fact, it has not since it is not mandatory under FCC regulations. On the other hand, this procedure always has been followed in the past, particularly in matters of transcendental importance.

In its formal release June 2 the FCC said a substantial portion of the testimony could be taken in the hearings beginning June 25, but the Commission might schedule subsequent hearings to permit development of more extensive studies. That appeared to augur well for and over-the-summer recess even if the hearings got underway as scheduled.

Fight Announcers

DON DUNPHY, chief sports announcer of WINS, New York, and Bill Corum, syndicated sports columnist, will announce boxing broadcasts sponsored by Gillette Safety Razor Co., Boston, on MBS. Their first broadcast will take place June 18 when Joe Louis defends his title against Billy Conn. Assignment is the first coast-to-coast job for Dunphy who has, however, broadcast many fights on WINS.

FOLLOWING a heart attack suffered May 24, Father W. A. Burk, S. J., director of WEW, St. Louis, is confined to St. Mary's Hospital in that city.

KNX 'Artillery'

UNIQUE national defense group has been organized recently at KNX, Hollywood, bearing title of "KNX Typewriter Artillery". Composed of feminine staff members, group has pledged selves to the furnishing of vital supplies, i.e., cigarettes, cookies, candy, cake, gum and other such equipment for station members currently spending a year with Uncle Sam.

Yankee-Colonial Acquire Cedric Foster for News

CEDRIC FOSTER, formerly manager of WTHT, Hartford, is joining the Yankee-Colonial networks June 23, according to an announcement by Linus Travers, vice president of the networks.

Foster, now heard daily over MBS, will originate his network broadcasts from WAAB, Boston. In addition, Mr. Foster will be heard via FM stations W43B, Boston, and W39B, Mt. Washington on the Mobilgas news programs. Mr. Foster has been associated with various New England newspapers and has managed WTHT, the *Hartford Times* station, since 1935.

Roma Wine Change

ROMA WINE Co., New York (wines), on May 29 changed time, format and title of the program *What Do You Think*, broadcast for 33 weeks on 30 Don Lee stations, Monday, Wednesday, Friday, 6:45-7 p.m. (PST). New show, titled *Art Linkletter in Hollywood*, is remoted from Earl Carroll Theatre, Hollywood, on the same network, Saturday, 9:15-9:45 p.m. (PST), and will run for balance of original 52-week contract. Quiz-interview feature is retained wtih impromptu audience participation. Jim Gibson is announcer. Cesana & Associates, Hollywood, has the account. Carl Webster Pierce is agency-producer.

Dreft, Duz Changes

PROCTER & GAMBLE Co., Cincinnati, which currently sponsors *Lone Journey* on NBC-Red Monday through Friday, 11:30-11:45 a.m. on 30 stations in the West for Dreft and 16 stations in the East for Duz, on June 16 shifts the program from New York to Chicago, continuing to advertise Dreft on the Western stations only. For Duz, the 16 Eastern stations at the same time will carry *The Goldbergs*, also heard on 16 CBS stations, 5-5:15 p.m., for Duz. Agency on both products is Blackett-Sample-Hummert, Chicago.

P & G Chipso Spots

PROCTER & GAMBLE Co., Cincinnati, supplementing its network coverage, has been placing one-minute transcribed announcements for Chipso in selected markets. In New York, company is testing thrice-weekly quarter-hour participations on the *Make Believe Ballroom* on WNEW, New York, for Camay soap. Pedlar & Ryan, New York, is agency for both products.

RADIO WENT ALONG for a test ride on the first Army tank built by the Baldwin Locomotive Works at Eddystone, Pa. WIP, Philadelphia, covered the event, observed by military leaders. Announcer Walt Newton here props himself atop the tank as he relates experiences encountered on the tank's first run.

Colgate Shifts

COLGATE - PALMOLIVE - PEET Co., Jersey City, on July 5 will shift from Thursday to Saturday evening the 8-8:55 period it now occupies on CBS with *Spotlight* (Colgate Dental Cream), and *City Desk* (Palmolive Shave Cream). In the new Saturday evening period, *Spotlight* will be replaced by a program featuring Guy Lombardo's Orchestra, *City Desk* remaining in the second half of the period. In other C-P-P changes, *The Story of Bess Johnson* (Palmolive Soap), heard on CBS Monday through Friday 4:40-4:45 p.m., and NBC-Red 10-10:15 a.m., on June 30 will be heard on NBC-Red only for KLEK. Palmolive Soap is handled by Ward Wheelock Co., Philadelphia, the other accounts by Ted Bates Inc., New York.

No WFTC Inquiry

TERMING the incident a "local affair", FBI headquarters in Washington indicated to BROADCASTING last Thursday that no Federal investigation, at least on its part, would follow hints of alleged sabotage in the collpase of the antenna tower of WFTC, Kinston, N. C. [BROADCASTING, June 2]. The 211-foot steel tower collapsed early the morning of May 26, forcing the station off the air for several minutes until an emergency antenna could be rigged. Jonas Wieland, owner and general manager of WFTC, indicated that sabotage may have caused the collapse, since several bolts had been removed mysteriously from the structure.

WOR's 24-Hour Basis

IN RECOGNITION of the fact that defense measures and the present crisis have changed the working and sleeping habits of millions of Americans, WOR, New York, about June 15 will begin a 24-hour schedule. Alfred J. McCosker, president of WOR, has notified James L. Fly, chairman of the FCC and of the Defense Communications Board, of the station's plan which will make it available on instant notice for Government defense call. WOR will operate all night five out of seven nights a week, shutting off the transmitter for necessary maintenance check on Sunday and Monday nights.

PETRILLO REBUKED IN WARSHIP DENIAL

REFUSAL of James C. Petrillo, czar of union musicians, to sanction of a high school band in broadcast ceremonies incident to the launching of the new battleship *South Dakota* last Saturday, was brought to the attention of the Senate June 5 by Senator Gurney (R.-S.D.) himself a former broadcaster.

The Sioux Falls High School Band was to have played only incidental music, such as the national anthem and Anchors Aweigh, Senator Gurney said, and had arranged its schedule to be in Camden, N. J., for the launching. He was joined by Senator Bulow (D.-S.D.) in asking Petrillo by telegram, to give permission for the non-union aggregation to participants.

Petrillo replied that the Federation was "not in position to sanction" the band playing over the network. "By so doing we would be placed in an untenable position in having refused many such similar requests," he wired.

In criticizing the refusal on the floor, Senator Gurney said all Americans should, whenever possible, "help in the celebration of any accomplishment along the line of national defense; and certainly the launching of a battleship is a large link in our national defense program. It is not my intention at any time to applaud any organization which does not seek to celebrate in a proper manner and cooperate in a proper manner in connection with any event of this kind."

Three School Stations Are Requested of FCC

EXTENSIVE INTEREST in the five high-frequency channels reserved by the FCC for non-profit educational use is indicated in applications made by the Board of Education of the City of Chicago, the San Diego Unified School District and the U of Illinois to engage in non-commercial educational broadcast service. These channels, adjacent to the FM broadcast band set aside last year by the FCC, are 42,000; 42,300; 42,500; 42,700 and 42,900 kc.

This rearrangement of the high frequencies to make commercial FM broadcast service possible is said to have a distinct advantage in that the close proximity of the non-commercial educational bands and the new FM commercial bands makes it possible to adapt standard FM receivers to receive both types of broadcast. In other words, the FM receivers now being marketed are capable of receiving non-profit educational as well as regularly sponsored programs.

Luden's to Buy Spots

LUDENS Inc., Reading Pa. (cough drops), is planning an extensive campaign of spot announcements to start the latter part of July on an undetermined number of stations. Schedule is being prepared by J. M. Mathes Inc., New York.

XUM

WITH THIS SURVEY YOU CAN BE CERTAIN ABOUT YOUR PLANS!

● Do you know the *types* of programs Iowa farm people prefer? Iowa *city* people? Iowa *small-town* people? And the effects that age, sex, education and place of residence have on program preference?

Do you know the stations that Iowa people "hear regularly" or "*listen to most*"? Do the same facts hold true for urban, town and farm families?

Do you know the *proportion of ALL listening* that is done to stations named as "listened to most"? (In other words, the amount of time Iowa people spend with their *favorite* station, as compared with the time spent with the second or third choice?)

These and many other VITAL FACTS are given authoritatively in the 1941 Iowa Radio Audience Survey, by Professor H. B. Summers of Kansas State College and Dr. F. L. Whan of the University of Wichita. With these facts, you *can* be certain about your Iowa plans. Write or wire us for your copy, TODAY. No obligation. *Address:*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Advertising in Last War—And This

Business Urged to Abolish Fear and Maintain Their Advertising

By RAYMOND RUBICAM*
Chairman of Board, Young & Rubicam, New York

WHAT HAPPENED to advertising and business during the last war?

The charts show that in 1914 the trend was down. When Germany marched through Belgium, we had a severe break. But immediately afterward, business started up as allied war orders came flooding in. Business went *way* up. Advertising went up, too—but not as far up as business.

One reasonable explanation why advertising did not get as much of a rise, was that much of the business increase was due to war orders for which no consumer advertising was necessary.

After the Armistice

Another is that prices rose sharply—there were some shortages of consumer goods. All of these things tended to keep advertising under the level it would have reached if there had been as great a business activity in times of peace.

In 1917, we entered the war as an active belligerent. The charts show that advertising flattened out and did not increase after that point until armistice was declared in 1918. Then it shot up again. It went up in spite of the fact that business had a sharp but temporary decline.

This spectacular increase in advertising immediately after war stopped was attributed by some to the excess profits tax which was in effect at the time, but the consensus is that this was not a major factor; because when the tax was repealed, advertising still kept up—and, furthermore, the tax had been in effect for some time before the increase. A probable major explanation is that business turned to advertising to try to replace lost war business with new consumer business.

It took a little time for business to shake off the depression which the sudden stoppage of war orders inevitably meant. But with advertising's help, the short depression of '20 and '21 was followed by the upward surge of business which lasted all through the '20's.

Economists believe that the two important reasons for this upsurge were:

(1) Peace-time demand for things that had been deferred during the war, such as: housing, replacement of durable consumer goods, and worn-out capital.

(2) Reconstruction of Europe, financed, incidentally by American loans.

During the war our ability to produce things was tremendously expanded. New products were developed. Patents were pooled. Industrial technique took tremendous strides. When business put its energies into making things for peacetime consumption, then advertising was called on to do the thing it does so well—help develop mass markets.

Not only did the last war not hurt advertising—it ushered advertising into a larger usefulness and a greater importance.

What's to Come

How far the pattern of the present war will follow the last is impossible to tell. As usual, the "experts" don't entirely agree, but those whose opinions I have heard seem to feel that the following is about what we can look for:

Business will surge forward as it did during the last war. This is already apparent. Advertising is likely to go ahead, generally speaking, but yet not rise as fast as business any more than it did during the last war. The figures for the first quarter of 1941 seem to bear this out. Advertising had its best increase in several years, but not anything like that which business had.

One obvious reason for this lag is that much of the increase of business will be brought about by the production of tanks, airplanes, battleships, machine guns and other articles not advertised to the consumer.

So far, then, the effect of this war would run pretty close to the pattern of the last one; but economists think there is an important difference this time.

In the last war, much of the war buying was for consumer goods for the army and the allies. Food, blankets, bedding and things like that. This put an immediate strain on the industries producing consumer goods.

This war is a war of machines. Most of the present defense buying is for heavy goods, many of which cannot be built until new factories have been built.

The building of these new factories has limiting effects on consumer goods industries to some extent because of temporary bottlenecks and priorities. But in general, those who have studied the situation feel that the defense program will not interfere with consumer goods to the same degree it did last time. We are in a much better position in this respect to begin with. We have tremendous surplus stocks of cotton, wheat and many other consumer items. We have a far greater plant to produce consumer goods than we had 25 years ago.

And the policy of the Administration, as stated by Leon Henderson, appears to be to prevent the American standard of living from taking a cut if it can be avoided—at least in the first stages of our program.

Plenty of Money

Favorable to this objective is the fact that people have more money now than in any year since the depression, and still further improvement is ahead.

This purchasing power will be reduced to some extent by income and excise taxes, and by drives for defense saving, but according to the best estimates, taxes and savings will not by any means offset the tremendous increase in purchasing power.

According to a report of the National Resources Committee, more than 60% of our dollar market is made of plain folks who do not have more than $2,000 a year to spend. Most of the present tax proposals won't affect incomes much below $2,500 or $2,000, so there is not a great deal to be feared for a time from the consumer tax programs as far as mass markets are concerned. As a matter of fact, there is good reason to expect that the base of the market will be improved. There will be fewer incomes of under $1,000 a year, and far more in the brackets above $1,000.

In 1940, for instance, more than half-a-million families moved out of the $1,000 a year group into higher income brackets.

One estimate is that in 1941 there will be 1¼ million new families with incomes from $1,000 to $2,000 a year to spend. And even the higher brackets are due for important increases.

It does not take much imagination to see in these figures an important opportunity for advertising.

Here are millions of potential new customers for advertising to educate. Millions of families who will be able to afford more than the barest necessities of life for the first time in several years.

Priorities will hit some businesses, high taxes will hit all businesses. And high taxes will hit buying power in the higher income levels. America can't enter an all-out national defense effort without such disrupting consequences. But against this dark side of the picture we have the broad background of expanding markets, of new challenges to manufacturing ingenuity, of new work for advertising.

Advertising is more than a method of selling. It is a method of getting mass action—voluntary mass action.

Perhaps never in our history has it been as important to act—and to induce new action in others—as it will be in the conditions likely to confront us.

And advertising is the logical instrument to bring about much of this action—advertising whether by business or by Government.

Britain Buys

We have not yet begun to feel the variety of needs for advertising in our business and government defense needs. Speaking of government advertising, I was amazed to find that various departments of the British government are using advertising so extensively under wartime stress that in Britain 8% of all lineage is now placed by the government.

(*Continued on page 32*)

* Excerpts from speech delivered May 28 at 37th annual exposition and convention of Advertising Federation of America, held at Boston.

THEY WERE IN THE ARMY THEN

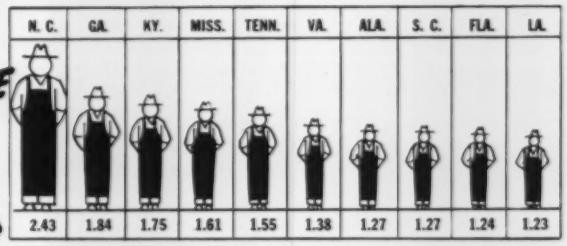
One of a Series

FM DEVELOPMENT is the chief interest of this trio of World War I veterans, whose identities and service records are revealed on page 28.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

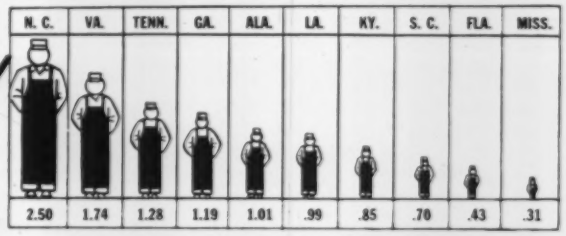
IN AGRICULTURE

Cash Income—per cent of national total. Source: Department of Agriculture, 1940.



IN INDUSTRY

Value of Manufactured Products—per cent of national total. Source: Census of Manufactures, 1939.



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red

50,000 WATTS

FREE & PETERS, INC. National Representatives

Running Account of Senate Hearings on White Resolution

WHEN Chairman Wheeler sounded the opening gavel June 2, the Interstate Commerce Committee room had an overflow crowd. Practically the entire membership of the 21-man committee was present. Of the some 300 spectators, about half were prominent broadcasters or network officials, attorneys and engineers.

Chairman Fly was on the stand with FCC General Counsel Telford Taylor at his elbow. Immediately behind the chairman, to supply him with essential data, were deQuincy V. Sutton, FCC head accountant, who participated in the monopoly proceedings from the start as the accounting expert; Robert Seaks, legal assistant to the chairman; Seymour Krieger, attorney who specialized on the drafting of the final report, and Thomas E. Harris, new senior assistant general counsel.

Authority of FCC Is Main Issue

In opening the hearing Chairman Wheeler explained that a "great deal of heat has been engendered" by the monopoly regulations and for that reason the committee had decided to hold the prelmininary hearings before the resolution per se is considered by the committee.

The fundamental question, observed the Montanan, is whether the Commission is within its jurisdiction in seeking to impose the regulatory restraints upon stations and networks. He pointed out that some time ago he, along with Senator White, had sponsored a resolution to investigate the entire radio scene and that he had always felt that a new study was desirable.

When Senator Tobey (R-N. H.) inquired whether consideration of the White Resolution would estop consideration of his own proposal of last year to investigate broadcasting, the Maine Senator observed that he had long been an advocate of a comprehensive study of the whole problem. In 1937, he pointed out, he had offered a resolution of this character, seeking a study of the whole regulatory picture, on the theory that it was up to Congress to consider matters of principle and policy. This resolution was reported out favorably by the committee, he declared.

White Surprised At Opposition

Senator White then took his first shot at the FCC. He pointed out that after the FCC had promulgated its regulations—and he "appreciated their importance to the people, Congress and the Commission"—he had concluded there should be a study of the whole situation.

"It never occurred to me that there could be any opposition in any quarter to this resolution," he observed. "I am somewhat shocked that the FCC itself should oppose it."

Describing the FCC as a "creature of the Congress itself", Senator White said he could not understand how the Commission could "challenge the wisdom and the right of the Senate. . . . The creature has become as great if not greater than its creator," he added. "I resent it."

Declaring he did not like the FCC's attitude, Senator White observed, after a question and answer siege with his colleagues, that he hoped the committee would promptly report out the resolution and prepare for a "thorough study of these regulations".

Senator Wheeler, however, asserted that the sole basic question before the committee was whether the FCC has exceeded its authority. If it has not, he said, the Senate Committee should not undertake an investigation. He observed further that the Communications Act itself provides for appellate procedure, but this was disputed by Senator White, who said that for some time he has been preparing in draft form legislation to amend the procedural and appellate provisions of the Communications Act, to clarify questions of appeal. These, he said, he had held up pending the preliminary study.

Fly Foresees Delays As Result of Probe

After several colloquies in which a half-dozen members of the committee participated on the jurisdictional phase, Senator White observed that at the appropriate time legislation clearly defining the limitations on jurisdiction should be considered.

Chairman Fly got underway on his testimony about a half-hour after the session opened, because of the cross-fire of committee members. He started to read a prepared statement but found it necessary to discard it almost at the outset because of Senatorial questions.

The resolution being considered by the committee, he observed, calls for a study by the Senate of the monopoly regulations promulgated by the FCC, as well as an investigation into their probable effects upon the broadcasting system in the country and particularly the network organizations. Quite another question, he said, is whether the processes of judgments of an administrative agency "should be paralyzed during a long fight and the endless delays that could arise out of such a chain of events."

Mincing no words, Chairman Fly cited Congress itself as having been the "motivating force" for the FCC monopoly inquiry, which began in 1938. Rather than have Congress do the job, he said, the Commission itself undertook it, after constant proddings from members of both Houses, including Senator White. He quoted at length from Congressional debates calling for an investigation to thwart purported monopolistic tendencies in broadcasting, particularly by NBC and CBS.

If there is any complaint about the manner in which the Commission functioned, Chairman Fly said, it could be only because it was "too blamed slow" in doing the job. In this regard he observed that Senator Tobey "had some very proper remarks to make about that in times past", referring to the New Hampshiran's attack on the failure of the FCC to act during the Brown hearings of June, 1940.

Chairman Fly quoted at length from Congressional debates going back to the Radio Act of 1927, when Senator Dill, sponsor of the Act, called for power "to protect against a monopoly". Then he quoted copiously from speeches by Senator White along the same line. He pointed out that both acts carried provisos that authorized the FCC "to make special regulations applicable to stations engaged in chain broadcasting".

Anti-Monopoly Laws Apply, He Says

After pointing out that the Communications Act specifically made the anti-monopoly laws applicable to persons engaged in radio communication, Chairman Fly said the Department of Justice has the present monopoly report under consideration. Responding to queries, he said that the Department recently had entered into consent decrees on the music-copyright situation and he described BMI as "patterned roughly after ASCAP".

The FCC, Chairman Fly asserted, has tried to comply with the suggestions made repeatedly in speeches by Senator White to "make impossible monopoly in broadcasting".

Answering what he described as criticism of the manner in which the FCC conducted its investigation, Mr. Fly said he thought "we should not suffer the presence of that ghost any longer". He recounted the history of the monopoly investigation from the time of the adoption of the investigation order on April 6, 1938, through the hearings which ran from Nov. 14, 1938, through May 19, 1939, and the filing of briefs, oral arguments, and finally the approval of the report last May 2.

He contended that all parties in interest had ample opportunity in which to state their facts and that in the final analysis NBC and CBS did not avail themselves of the opportunity to discuss how the proposed regulations, issued just prior to the oral arguments last December, could best be drafted. "They opposed all without playing favorites," he said.

Mr. Fly enumerated the number of witnesses who appeared for each network, the number of days consumed, the magnitude of the testimony and exhibits, briefs and reply briefs and, in fact, every detail of procedure.

Praises Help Given By Case and Craven

When the final report was considered at a series of eight or nine executive sessions prior to the May 2 adoption, he said, all of the Commissioners were present most of the time. Even the Commissioners who filed the dissenting report (Case and Craven) participated in the discussions and many of their suggestions were "very helpful", he said. Governor Case's "governmental and business experience and Comdr. Craven's knowledge of the history and its technical workings of the industry were invaluable to the Commission," he asserted.

The Commission's procedure has been criticized both in the press and by the networks, he pointed out. One syndicated newspaper writer, identified as David Lawrence, twice alleged that the regulations were issued "without hearings", he said. Then he cited the Paley statement that the regulations constituted a "torpedoing operation" rather than "orderly procedure".

He said he thought he had said enough "to indicate that the Commission did not act without hear-

AT MUTUAL'S TABLE is an intent group of counsel and executives, including (l to r, near side of table) Louis G. Caldwell, chief counsel; Hammond Chaffetz, counsel; Alfred J. McCosker, WOR president and chairman of MBS board; Percy Russell, counsel. At far side are (l to r) William Alfs, WJR, Detroit; H. K. Carpenter, WHK-WCLE, and MBS board member; William B. Dolph, WOL, Washington key station; Robert S. Maslin Jr., WFBR, Baltimore; Fred Weber, vice-president and general manager of MBS; Frank Scott, WOR counsel.

ings". The procedure followed by the Commission in its investigation of chain broadcasting granted the interested parties not only the due process of law to which they are legally entitled "but a full measure in excess", he said. The entire proceedings, he pointed out, lasted over three years and any charge that the action was precipitate is "baseless".

Chairman Fly said the investigation disclosed a "centralization of power in the hands of the two major network organizations that was unhealthy." He recited that NBC is the licensee of 10 stations, CBS of 8 stations, and that NBC is the licensee of two stations each in New York, Chicago, Washington and San Francisco.

Cites Earnings of M & O Stations

Of the 18 stations licensed to NBC or CBS, 14 have maximum power of 50,000 watts and constitute "the nation's choicest power allocations and are located in the most lucrative markets". He said they are also the most profitable stations. The net operating income of the 23 stations owned or operated by NBC and CBS in 1938 was equivalent to more than half of the net operating income of all of the 637 other commercial stations in the country, he declared.

He quoted these figures as $4,958,289 for the 23 stations owned or operated by CBS and NBC, as against $9,696,156 representing the consolidated net operating income of 327 stations affiliated with but not owned or operated by NBC or CBS. Consolidated net operating income of 310 unaffiliated stations was given as "a deficit of $149,107".

Arousing questions from committee members with these observations, Chairman Fly said in response to Senator Tobey that he thought these figures not only justified the Commission's conclusions on monopoly, but that they go beyond the Sherman Act, since radio is "the greatest mechanism of free speech in this country".

Criticizes CBS for Promoting Itself, Not Stations

Ahead of schedule, Chairman Fly found himself embroiled in the time-option-exclusivity phases of the regulations by reason of Senator Tobey's questioning. The chairman's explanations of these provisions, exhibiting extreme liberality in their interpretation, literally amazed industry auditors. First he commented that there was no tendency on the part of the industry itself "to alleviate this situation". Contrarywise, he said the networks and stations appeared to be riding a tendency "in the opposite direction".

Chairman Fly then drove into a critical analysis of a recent CBS brochure on increased power for its affiliates—mildly reminiscent of his tirade of last year against RCA on its sales exploitation drive on television, which resulted in rescinding of the limited commercial television rules. Several times he punctuated his comment, during his reading of the sales promotion brochure, with the observation that the network referred to power increases for "CBS stations" rather than "independent stations" on the network. CBS, he declared, promotes itself—not its stations.

In the midst of his running account of CBS' stations which had been accorded power increases, with emphasis on 50,000-watters, the Senate's noon quorum call resounded through the crowded hearing room.

"That's a new station going on the air", he interjected, to the accompaniment of laughter.

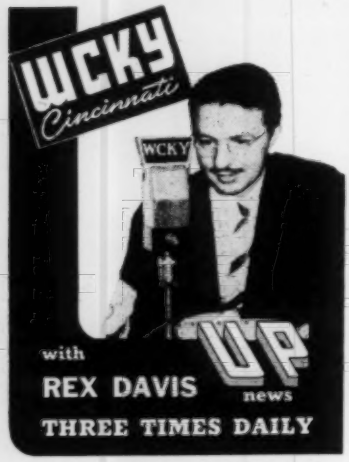
Senator E. D. "Cotton Ed" Smith (D-S. C.), immediately suggested that the hearings be transferred to the "bigger room" in the Capitol, observing that the Senate has "nothing else to do". He called the Senate the "cave of the winds".

Resuming his direct testimony after Chairman Wheeler decided to continue beyond the quorum call, Chairman Fly said that of the 30 "high-power" stations, all but two are on NBC or CBS. And the remaining two—WOR and WGN—he stated, "own Mutual".

This set off Senator Wheeler on his anti-clear channel position. He said he could never understand why the chains have 50,000-watt outlets in big cities, and why these had never been "doubled up" on the ecasts or in the Rocky Mountain area.

Chairman Fly for the first time publicly denounced the "waste" of such allocations, asserting such stations have the best wavelengths

PAYROLLS
What gives Pittsburgh high rank among the Nation's defense centers? The same factor that makes it a Master Market: Payrolls! Payrolls from the world's largest coal, steel, glass, tinplate, aluminum . . . and 11 other 'world's largest'... industries. Reason enough for most advertisers to check 50,000-watt KDKA on each and every advertising schedule. It's the most economical way they know to command a market of 6,000,000 people.
"Only Master Key to The Master Market"
KDKA
PITTSBURGH
50,000 WATTS
WESTINGHOUSE RADIO STATIONS, Inc.
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES



WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

INS

This is an age of speed, an age of blitzkrieg. INS conforms to this. INS gives you speed!

INTERNATIONAL NEWS SERVICE

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

and are in the "most lucrative markets". The tendency in the past, he declared, has been to give the networks these choice facilities, but he commented that the Commission "must bear some part of the responsibility". Chairman Wheeler said he felt the FCC "should assume most of it".

Location of Clears Arouses Comment

When clear-channel stations are located on the coasts, some of the "power is wasted over the water, with only a part of the signal imparted into the rich markets", said Mr. Fly. He added that the FCC is confronted with the question "how the public can get most out of these clear channels".

Because networks are in the nature of "public service operations", Chairman Wheeler declared they should not "pick out the areas where they make most money" but should serve the general public and provide service to the "non-lucrative areas".

Chairman Fly quickly picked up the theme. He berated the chains "which make so much money out of this public franchise" for not "trying to serve" the remote areas. He recalled that an NBC attorney during the FCC inquiry, in response to a question, said the chain "wouldn't undertake to do a job without a profit".

When Senator Smith, in expansive mood, insisted that contracts cannot be terminated between networks and stations by an FCC whim, Chairman Fly discoursed on the effect of the new rules, disclaiming all of the things predicted by NBC and CBS. Stations still can remain on the networks, he said, but the networks will not be in a position to option all their time. That portion of the time not optioned, he said, would be free for use by other networks, and not restricted as at present. He insisted the rules would make for "greater freedom" by both stations and networks, and not for restrictions. The networks simply would not be in a position to "play dog-in-the-manger" on time.

"Stations can take the programs they want, day and night, just as they have been, for a year in advance," said the chairman. "There is a tremendous tendency to exaggerate the effect of the rules," he charged. "They simply provide that another station can get the network service if the regular station doesn't take it."

Senator Smith drew applause when he commented that it was "just like running a Seaboard train over the Atlantic Coast Line track".

Wheeler Says Stations Should Be Free Agents

Defending Chairman Fly's views on exclusivity and time-options, Chairman Wheeler said that CBS "has been wrong for 14 years" in optioning all station time. Stations should be free to get whatever network service they please, as free agents, if the time is available, he said.

When Senator Gurney (R-S. D.), himself a former practical broadcaster, asked whether a "network, so to speak, does not build its own track for sustaining programs", Chairman Fly said the station "pays for sustainings", even though the charges may be "scrambled in with commercials". The chains, he said, "gets paid for every service they render".

Chairman Fly raised the spectre of the MBS-World's Series controversy, in citing what the exclusivity feature does. Responding to Senator Smith, he said the "people of South Carolina couldn't get these games" because the "other networks refused to let them have it". He disagreed heartily with the South Carolinian that the regulations would put networks or stations "out of business."

Senator White said Chairman Fly's explanation of the effect of the rules was "somewhat in conflict" with his understanding, after close reading of the time-option and exclusivity provisions. He said he could not follow the thesis that the rules were "all in terms of freedom, rather than compulsion".

Chairman Fly said the "dominant networks and the stations with the juiciest contracts" are opposed to the rules. On the other hand, the "less fortunate stations" such as those on NBC-Blue and MBS, "are in support of them." Those who "want to serve are opposed to those who are softly cushioned", he said.

Asked by Senator Tunnell (D-Del.), what would happen to network service if the chains did not want the stations under the new rules, Chairman Fly commented that "these two big organizations have made an awful lot of money, and I don't think they need fear an onrush of competition. They've got big establishments and are way out in front."

Tobey Recalls Charges By Ethridge at St. Louis

Fireworks developed at the close of the first day's session when Senator Tobey alluded to the allegations made by Mr. Ethridge at the NAB St. Louis convention of politics in FCC actions, among other things. "Has there been an element of partisanship and political favor in the FCC?" he asked.

"There has not, sir," Chairman Fly snapped. He said Mr. Ethridge had failed to mention names in his allegations, and that the FCC therefore was not confronted "with a particular charge of that kind".

Senator Tobey asked about the mooted WSB transfer, handled over a weekend by the FCC two years ago when, he understood, it took "four to six months" to accomplish the ordinary transfer application. He said he understood that former Gov. James Cox "got it through".

Chairman Fly stated that Gov. Cox had not spoken to him about it. He recalled that the case was one involving "important considerations" since the transaction might have been "endangered" had advance announcement been made. Declaring the late Thad H. Brown was in effect Gov. Cox's contact, he said the FCC knew it was "dealing with a responsible party"; that there were no engineering considerations involved, and that since Gov. Cox was already a licensee by virtue of ownership of other stations, the FCC had on hand records as to his financial status. He de-

ASKS COMPILATION OF SPEAKERS

Senator Tobey Urges Chairman Fly to Get List To See If Radio Remains Fair

THE FCC was requested last week, at the Senate Interstate Commerce Committee hearings on the White resolution, to ask all stations to submit a "compilation" of speakers on the "war issue." The request, made by Sen. Tobey (R—N.H.), came during the second day of testimony by Chairman James Lawrence Fly, who promised to request the "compilation," agreeing that it would be a "good thing" for the committee to have such information.

Senator Tobey asked that stations submit a list of speakers, taken from the log, showing names, date and time of broadcast as well as copies of the speeches. The Commission was also asked to request the same information from the networks.

Fears Bias

In requesting the information, the Senator read a statement which said in part:

"Because of its great influence as an instrument for molding public opinion and disseminating thought on major issues confronting the American people, it is of paramount importance that the managers of radio stations should treat their responsibility with every element of fairness.

"It is understood that a substantial majority of the American people are opposed to our entrance into war, and yet I have been advised by a representative of one of the large chain broadcasting companies that many of the individual stations refrain from carrying the messages of members of the House and Senate who advocate that this country remain out of the war.

"How true this is, I do not know, but I believe that the matter is so important to the American people, because the issue of war involvement is so grave an issue to the American people, that the FCC should look into the facts and make the facts available to this committee at the earliest possible date.

"It may be that this representative of the chain broadcasting company was unduly alarmed, but inasmuch as the question is of such grave import to the American people, I feel they are entitled to this information and that the Congress of the United States should have this information also."

scribed the transfer of the 50,000-watt station, which involved also the sales of the *Atlanta Journal* and WAGA. Blue outlet in that city, as the "simplest sort of case that could come along".

Senator Tobey next inquired into the recent action of the FCC in granting the "Jesse Jones station" in Houston improved facilities in record time. Chairman Fly replied this was not a case in which the time element was a factor since it had been pending some months, and involved only a "power increase". On April 15, in the face of the FCC newspaper-ownership inquiry order, the FCC granted KTRH, Houston, a shift in frequency from 1320 kc. to 740 kc., with an increase in power from 5,000 to 50,000 watts. KTRH is owned by the *Houston Chronicle*, with which the Secretary of Commerce is identified in an ownership capacity.

White Explains Past Remarks on Floor

Opening the second day session, with Chairman Fly still on the stand, Senator White essayed to clear the record on the repeated statements of the FCC official during his initial testimony that Senator White's previous declarations in connection with purported monopoly in broadcasting were a "motivating force in the FCC's actions."

Referring to several volumes of the *Congressional Record*, recording debates on the Senate floor, Senator White cited passages in the same speeches to which Chairman Fly had referred, showing conclusively that he always urged that Congress itself undertake the responsibility of defining the Communications Act. There was nothing to indicate that he approved the sort of action undertaken by the FCC and he held that Chairman Fly's conclusions were not at all justified.

"My purpose was an effort to induce the Congress to make these studies and reach its own conclusions," he said. He quoted from a speech in 1938 in which he declared that it was his view the FCC "should neither have the right nor the burden upon it of determining such policy."

Alluding to his mention of monopoly, Senator White quoted extracts from his speeches in which he said the question of monopoly is of supreme importance to the American people and that because it involves principle and policy, Congress ought to lay down broad rules "to control our creature, the administrative body."

Summing up, Senator White said there was serious question in his mind as to whether the FCC should not have submitted to Congress its findings of fact in the network monopoly inquiry, rather than attempt to lay down a basic public policy. "I shrink from the idea that the FCC should lay down such public policy," he said.

Monopoly Colloquy Between White and Fly

Obviously piqued by the Maine Senator's criticism, Chairman Fly began a dissertation on the history of monopoly in this country and held that now, "without further ado, the anti-monopoly laws become applicable to the broadcasting industry." He said that no one "imported" the monopoly phase, but that it was written into both the Radio Acts of 1927 and 1934. He said he could not conceive it would be in the public interest "to continue to build up those monopolies," referring specifically to NBC and CBS.

Reopening the colloquy, Senator White said "you have no right to suggest that anything I have said would indicate that I advocate monopolies." When Chairman Fly disclaimed any such inference and said he did not want to "embarrass" the Maine Senator, Mr. White observed that he couldn't be embarrassed but that he felt the FCC official had come "very close" to suggesting that he favored monopoly in radio.

Tobey Resumes Political Questions

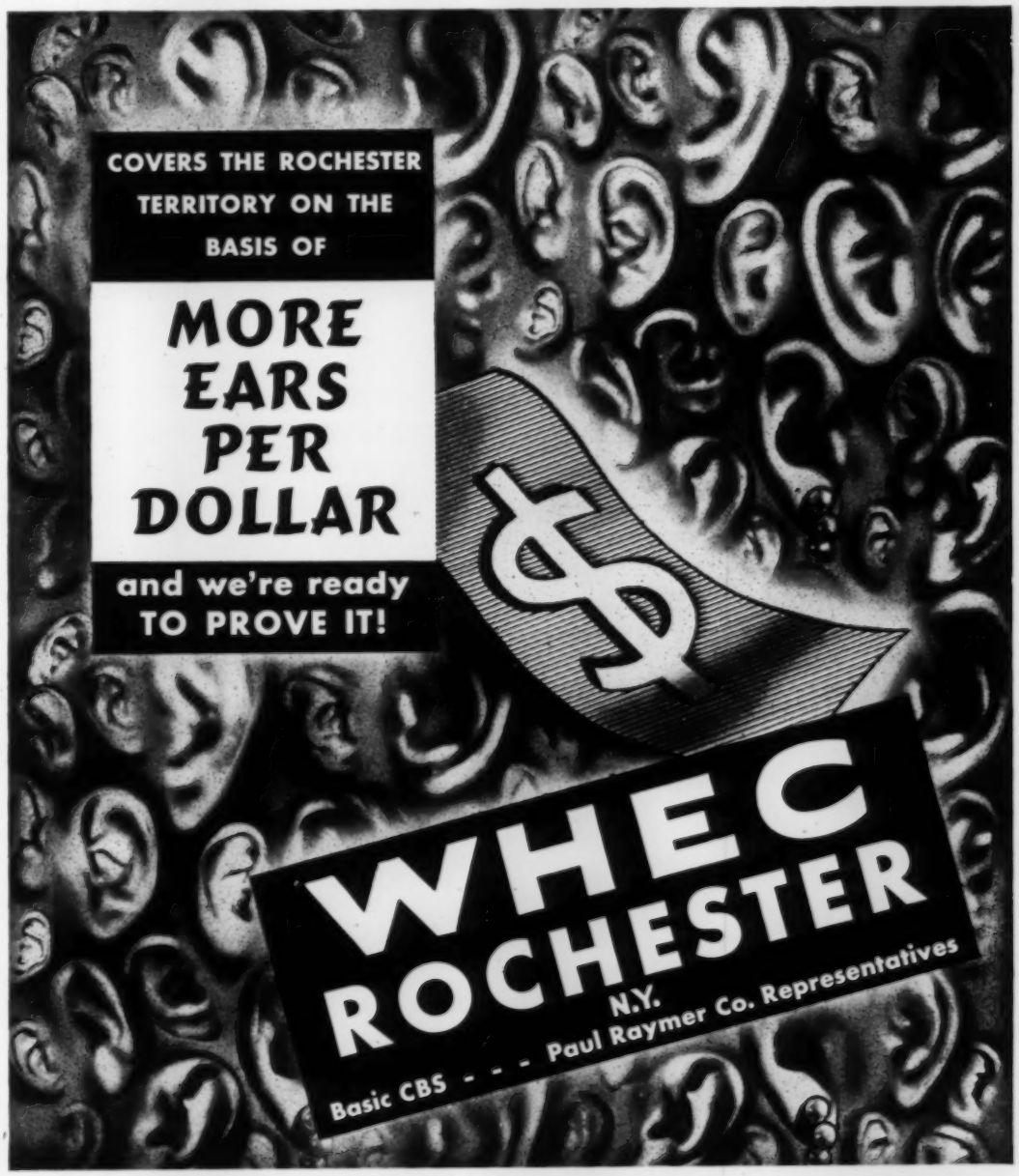
Senator Tobey reopened the Jesse Jones KTRH grant, picking up where he had left off the preceding day. Armed with FCC data, Chairman Fly said the application involved an increase in power to 50,000 watts and that the station was owned by a publishing company in which the Secretary of Commerce held 59% interest. The application was filed Oct. 4, 1940 and was granted on April 15, 1941, he said, observing that this was "no 48-hour" decision.

Reopening the question of purported political influence in FCC decisions, Senator Tobey recalled that the late Thad Brown, in his testimony before the committee a year ago, had admitted that pressures were used on broadcast applications. Chairman Fly declared he did not say that "there had not been efforts to influence Commission decisions from many sources." On the contrary, he said, "we are subjected to an unmerciful line of political pressure—pressure from a scandal-mongering portion of the industry, as we are right now on these rules." When Senator Tobey said he "abhorred those things," Chairman Fly agreed.

Seeking to offset Senator Smith's railroad analogy on the exclusivity

KROD's Birthday

KROD, El Paso, used transcriptions of its dedicatory broadcast of June 1, 1940, made by CBS in Hollywood during the network's salute to the station, as a highlight feature of its 85-minute broadcast June 1, celebrating its first anniversary on the air. Open house was held all week for the public, with guided tours of the studios, and paid space in all El Paso newspapers to publicize the anniversary week.


COVERS THE ROCHESTER TERRITORY ON THE BASIS OF
MORE EARS PER DOLLAR
and we're ready TO PROVE IT!
WHEC
ROCHESTER
N.Y.
Basic CBS - - - Paul Raymer Co. Representatives

ban, in which the South Carolinian said the non-exclusive network operation would be the equivalent of the "Seaboard using the Atlantic Coastline tracks", Chairman Fly cited a Supreme Court decision of 1911 in the Terminal Assn. of St. Louis case. In that instance, he said, the court required all roads to use the St. Louis terminal on an equal basis, because of lack of available physical facilities. He called this the closest possible analogy to the network situation.

Reading from a prepared statement, Senator Tobey asked Chairman Fly whether the Commission would undertake a complete industry survey on time allotted by stations and networks to speakers in opposition to the Administration's war views, including copies of speeches, with the data to be submitted to the Senate. Mr. Fly agreed to follow through [see story on page 16].

Senator Wheeler loosed a tirade against stations that carry only one side of controversial issues. Complimenting the networks on their willingness to afford equal time, he said, however, that independent stations on the networks ofttimes do not accept such sustaining features in rebuttal to speeches made by other public figures.

The anti-exclusivity rule again was opened by Chairman Fly. He started with an analysis of the major network contracts requiring stations to affiliate with only one major network. But he observed

SOME BYSTANDERS at the Senate hearings (l to r): Leo J. Fitzpatrick, v.p. and general manager, WJR, Detroit; Herbert V. Akerberg, CBS station relations v.p.; J. Truman Ward, owner of WLAC, Nashville. WJR and WLAC are independently owned CBS outlets.

there is nothing in the new regulations to prevent networks from making firm commitments on both commercial and sustaining programs with present outlets during specified hours. The sole effect, he reiterated, is with respect to hours to which the network and affiliate have not been committed. These would be available for sale to some other network or to "anybody else."

Senator White, however, inquired whether regional networks and local programs were not excepted from these exclusivity provisions in existing contracts, but Chairman Fly said that the 28-day notice for clearance for network commercials leaves the affiliate more or less helpless. Senator White inquired "what harm, if any, there may be in the exclusive contract."

Chairman Fly insisted that the present contract provisions are onerous and that they are even broader than he had intimated, in that regional network affiliations also appear to be banned. The Commission's first interest, he insisted, was the freedom of the station itself and that under the existing structure, the avenues of network competition are obstructed. The networks adopted the exclusivity provisions to "block competition," he maintained.

90-Day Period Too Short, Says Wheeler

Asked by Senator White whether he had any thought as to the number of networks that should operate in this country, Chairman Fly said in his judgment there might be "as many as six" national entities, plus stronger regionals. He conceded there is a "saturation point" in view of the lack of available outlets in many important markets.

Talk about a "general shakeup of the industry" as a consequence of the new rules was branded "so much moonshine" by Mr. Fly. It won't cure all the evils he said, but the "big thing is the Blue network split". Existing operations go on pretty much as before, he argued, but the major networks are "afraid of big responsible organizations" coming into the field. Talk about so-called "fly-by-night" brokers was described as irresponsible.

When Senator White observed that MBS has more affiliates than either NBC or CBS, despite its late start, Chairman Fly countered that they were smaller, less powerful stations, but that even under such onerous competitive conditions MBS entered the field and is rendering a good public service.

Laying blame for the purported allocations in favor of the older networks upon the FCC and its predecessor Radio Commission, Mr. White declared no one questions the authority of the Commission to "allocate to Mutual stations as much power as necessary." Mr. Fly, however, declared the advantages of NBC and CBS stem from the physical limitations in allocations.

A commitment from Chairman Fly that the FCC is perfectly willing to extend the 90-day effective date set for the rules was drawn in questioning by Senator Clark (D-Idaho). He said the question of date need not concern anyone and that the FCC hoped litigation would be initiated to test the legality of the rules. He expressed confidence in the Commission's ability to resist such attack. The rules, both as to networks and stations, he declared, may from time to time be extended upon proper petition.

Willingness to Defer Rules Voiced by Fly

Chairman Wheeler said he thought the 90-day effective date on sale of one of the NBC networks was "entirely too short". That undoubtedly would bring about a "forced sale", he commented, and NBC would not be in a position to realize a fair price.

Denial of the inference in the White Resolution that the rules give the FCC supervisory control over program and business policies of stations came from Chairman Fly in response to questions of Senator Shipstead (R-Minn.). The FCC could undertake program control only if there is a specific mandate from Congress, he declared.

After further questions on the existing allocations Chairman Fly said he felt his predecessors on the Radio Commission and the FCC "could have done a much better job of allocations". Senator White said he regarded the FCC chairmanship as the "toughest job in the Government" and that when he criticized the FCC, he appreciated the "enormity of your task".

Observing that it would be almost impossible to start another national network, in view of the allocations situation, Senator White said he was a little surprised to hear the chairman suggest six chains. He said the local non-network station has a place, and he would not want to see the development of chains to the point where such independents would be "completely absorbed".

In a discussion as to what would happen if networks had no time options, as the regulations propose, Chairman Wheeler said he had heard reports that advertising agencies or national advertisers might schedule their own "chain programs" through a sort of "block-booking" arrangement using only the biggest cities and leaving out the smaller stations. Though Chairman Fly said he thought this would be feasible, he commented that commercial transcriptions could be placed more extensively, and that this competition, in his judgment, "would be healthy". Several companies already are set up for this service, he declared.

Problem of Arranging Time and Lines

"In the main," continued Chairman Fly, "the national advertisers will move through the networks. There will be a day-to-day reporting service, so the networks would know just what time is available."

When Senator Bone (D-Wash.) posed the question of handling telephone lines now leased by individual networks, if several networks supplied service to the same station, Chairman Fly said he felt this could be arranged through the AT&T without undue complications.

Senator Smith cross-examined the FCC official on his allegations of "monopoly", since his testimony alluded to three major networks. Chairman Fly said that he meant the monopoly exhibited through the concentration of 86.6% of the total night-time power "sewed up

Are Sales Sinking In Quicksand (Kentucky)?

Don't blame your salesman if sales are sinking in Quicksand (Ky.). Don't let it drag you down, but Quicksand just can't afford to buy very much of what you sell. So forget the little Quicksands — go after the Louisville Trading Area, a market with 25% *more* effective buying income than the rest of Kentucky combined! And you can cover it *completely* with WAVE alone — without paying extra for anything else! May we tell you more?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

550 KC

KQY

CBS Affiliate

FIRST on the dial;
FIRST with listeners;
FIRST in results for advertisers

JOHN BLAIR & COMPANY

Affiliate Station WLS Chicago

exclusively with two New York companies", plus their control over "free speech".

"Are these two companies competing with each other or are they in cahoots?" asked the Senator.

"I have thought from some of my observations that they were pretty footy-footy", Mr. Fly retorted.

Senator Bone asked whether there would be active competition if the Blue were divorced from NBC with four separate networks in the field. Chairman Fly said "there ought to be". Then he asked how there could be continuity of service if stations were not in a position to make "firm commitments" with networks beyond the one-year license term and the network contract limitation.

Mr. Fly declared stations and networks were free to contract for one year commercially, and that "if that isn't an adequate time, as shown after investigation, we will make the term longer". He recalled that stations and networks, despite a one-year limitation on licenses, had entered longer-term contracts, overlapping the license renewal period on the expectancy of renewal.

Almost pleading for a court test of the validity of the rules, Chairman Fly concluded his second morning on the witness stand with the observation that if a station wants to litigate, "we will join in and leave the outlet on the air." The station in no wise would be in jeopardy, he contended. "This is not a wrecking operation, but a minor operation on a few small clauses in network contracts. I feel sure the FCC will win in the courts."

Ability to Dispose Of Blue Discussed

Resuming the stand Wednesday for the third successive day, Chairman Fly pointed out that Senator White's suggestion—that it was within the power of the FCC to effect more equitable distribution of facilities among the networks by giving MBS stations better assignments—did not hold water, since the FCC cannot allocate facilities to specific networks in that fashion. There would be no way of having them "stay put", he said.

When Chairman Fly commented that the FCC cannot say that a station shall be assigned to a particular network, Senator White observed this was not more drastic than saying to NBC that it must get rid of one of its networks. This precipitated a protracted discussion of NBC's ability to dispose of one network which erupted repeatedly during the day's session.

Chairman Fly insisted the Blue could be sold as an entirety with no decrease in efficiency, but that he felt it would develop as a vastly stronger operating entity in the public service. He insisted that NBC has used the Blue only as a "buffer to protect the Red" and that there were plenty of buyers for it.

While Senator White said there was no question the FCC had the statutory power to assign frequencies, wattage, hours of operation, and determine station location, he declared it had not used these powers to equalize facilities. Chairman Fly again commented that he did not approve of the FCC's allocations of the past and that there could have been a more orderly procedure.

Claims Abuse of 'Public Interest' Clause

The FCC was charged by Senator White with attempting to do about what it wished under the "public interest" clause of the act. He insisted that the FCC is not endowed with power to discover or ferret out monopolies in radio but this reposes in the courts.

It was never the purpose of Congress to give to the FCC the power to say what constitutes a violation of the penal statutes of the United States, the ranking minority member declared. "That is pretty much what you have done", he said.

Chairman Fly retorted that the FCC should not contribute to the building up of the type of monopolies that other Government agencies are tearing down. But Senator White said the Commission should have come to Congress with its recommendations and permit the national legislature to decide policy.

When it was determined that railroads should not own coal companies or ship lines, Congress did not leave the decision to the Interstate Commerce Commission but decided the policy itself. The same applies to holding companies, he said.

Chairman Fly made repeated references during his third day's testimony to the existence of only two stations in Portland, Me. (Senator White's home town), and even alluded to a conversation he had held with the Senator regarding facilities in that city. When he was asked by Senator Tobey of the circumstances surrounding the granting of facilities to the newer station in Portland, presumably WGAN, newspaper-owned, Chairman Fly said he was cognizant of it and thought there should have been a better deal. But Senator Tobey said he meant that if the facts came out "it wouldn't smell so good".

Disputing heatedly Chairman Fly's contentions regarding the intent of Congress, Senator White

SWEET AND LOW

WOR Audience Hears Rhymes On How to Listen

LISTENERS to WOR, New York, are now hearing occasional station announcements in rhyme, to wit:

Way back when knighthood was in flower.
No radios played with too much power.
You, too, can be a gallant knight.
Just keep that volume soft and light.

Idea is the brainchild of George Allen of the WOR sales promotion department who submitted it to the WOR employes suggestion committee, won a prize for it, and turned it over to Avery Giles of the program department for poetic interpretation.

OLSEN RUGS
HAHN'S GOLDEN STAR VALET
Wilkins COFFEE
They came... and STAYED!
ESSKAY QUALITY
HOME LAUNDRY
SWEETHEART
Chestnut Farms-Chevy Chase DAIRY PRODUCTS
KING SYRUP
Blackistone FLORISTS
Three, four and even five years* ago, makers of these products began to use Mary Mason's WRC HOME FORUM.
These advertisers found, as have some fifty others currently using WRC HOME FORUM, that when Mary Mason talks to the women of Washington about a product, its sales immediately rise in the Washington area.
So . . . They Come . . . and They S-T-A-Y! There's no better evidence of VALUE.
* ALL of these products have been continuously advertised over WRC HOME FORUM for three years, and half of them for four or five years.
NBC
Mary Mason
WRC
WASHINGTON
Home Forum
11:15 to 12:00 NOON
MONDAY THRU FRIDAY
Represented nationally by NBC Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

said he was responsible for the drafting of Section 303 (i) of both the Radio and the Communications Act, giving the FCC authority to make special regulations applicable to stations engaged in chain broadcasting, as well as for the monopoly provisions. Administrative agencies are prone to guess "what was in the minds of Congress" in the writing of legislation, he said. As for this provision, he added, it never was intended that the authority to write an anti-monopoly statute of its own was given the FCC.

Senator Wheeler entered the colloquy and pointed out he recalled definitely that Senator Dill, who marshalled the 1927 Act to the Senate while Mr. White was chairman of the House Merchant Marine Committee, definitely had in mind language that would prevent a monopoly in radio. The language might be construed to mean that the Commission did not have the power to revoke a license until a determination by the court, but there was ground for confusion, he said.

Senator White said he thought Section 303 (i) should be redrafted and enlarged to give express authority to the FCC to deal with chain broadcasting, but that along with such a grant of power, there ought to be a limitation of power. Under the FCC regulations, he said, chaos and confusion might result in a short time and he felt that in a matter of fundamental importance, there ought to be a grant of power from Congress and that the FCC should not attempt to "write the law".

Senator McFarland interjected that he thought the Congress should determine what interpretation should be placed upon the statute in this regard and that if it isn't right, then it should make it right "as a part of this investigation".

Exclusivity Angle Draws Discussion

Defining the territorial exclusivity provisions of network contracts, which would be banned under the rules, Chairman Fly said they provide that a network will not transmit to any other station in the territory of an existing affiliate those programs which the affiliate does not carry. He said this has led to dissatisfaction mainly because of public service program features, including Senatorial speeches, which are not carried in many communities because of this provision.

A protracted debate was precipitated in connection with network long-term contracts, which usually run for five years. While the network binds itself for only one year by virtue of a cancellation clause, stations do not have such a reciprocal provision, he said. This seemed to stump several members of the committee, notably Senator Smith.

Chairman Fly pointed out the new rules provide for one-year network contracts, but he reiterated that stations would be free to contract for that period for as much time as they chose to give the networks, with only the requirement that unused time be available for other networks or other users.

Senator Wheeler observed it was inconceivable that NBC and CBS would lose money under shorter term contracts or non-exclusivity, and added that he did not object to their making money. His recollection was that NBC was forced into the time option end and long-term contracts, because of leads by CBS on its affiliates.

"I see Mr. Trammell nods his approval", Chairman Fly interposed, after a glance across the hearing room to the NBC bench. "They won't lose money under this setup".

Power to Reduce Station Rate Argued

Although Chairman Fly said the FCC does not approve network affiliation contracts, he said he believed there was ample power in the existing statute for it to assume this jurisdiction. "And I believe the Supreme Court will uphold our power to issue these regulations, with all deference to Senator White", he added.

Another furore was precipitated when Chairman Fly analyzed the NBC contract provision which allows the network to reduce an outlet's network station rate and network compensation if it sells time to national advertisers for less than the amount which NBC receives for the sale of corresponding periods of time. He said the Commission felt a station should be free to set its own rate without hindrance from the network.

Chairman Fly said this provision, based on testimony during the monopoly inquiry, was included so stations could not compete with the networks on national advertising. Thus, he said, a national advertiser using transcriptions must pay the same rate as a network advertiser. While the testimony before the Commission revealed there never had been an occasion for NBC automatically to reduce a station rate because of this clause, he described it as a "club" for an effective bar to the development of national spot business.

Discussing regulation 3.106, which bars ownership of more than one station in a city by a network, among other things, Chairman Fly said there seemed to be no argument about the desirability of preventing NBC from owning two stations in the same area, such as it now does in New York, Chicago, Washington and San Francisco.

Fly Optimistic That Blue Can Be Sold

This rule also states that the Commission will not license to a network a station in any locality where the number of stations is so small, or the stations are of such unequal desirability that competition will be restrained. He cited NBC's ownership of the 50,000-watt WTAM in Cleveland, and CBS' ownership of the 50,000-watt WBT in Charlotte, as outstanding examples. There are only three full-time stations in Cleveland and only two in Charlotte, he pointed out.

Then came the piece de resistance —rule 3.107—which he described as providing in effect "that NBC must divest itself of one of its two networks". He said there had been misunderstanding and even misrepresentation about the effect of these regulations on the Blue network. He disclaimed the NBC contention that it would wipe out the networks, declaring nothing could be further from the truth.

The fact is, he said, that the Blue network can cease to be "a mere appendage" of the Red and may become a full-fledged independent network in its own right. He insisted there were plenty of buyers for the Blue, and observed that one trade paper [BROADCASTING] reported there were several prospective buyers.

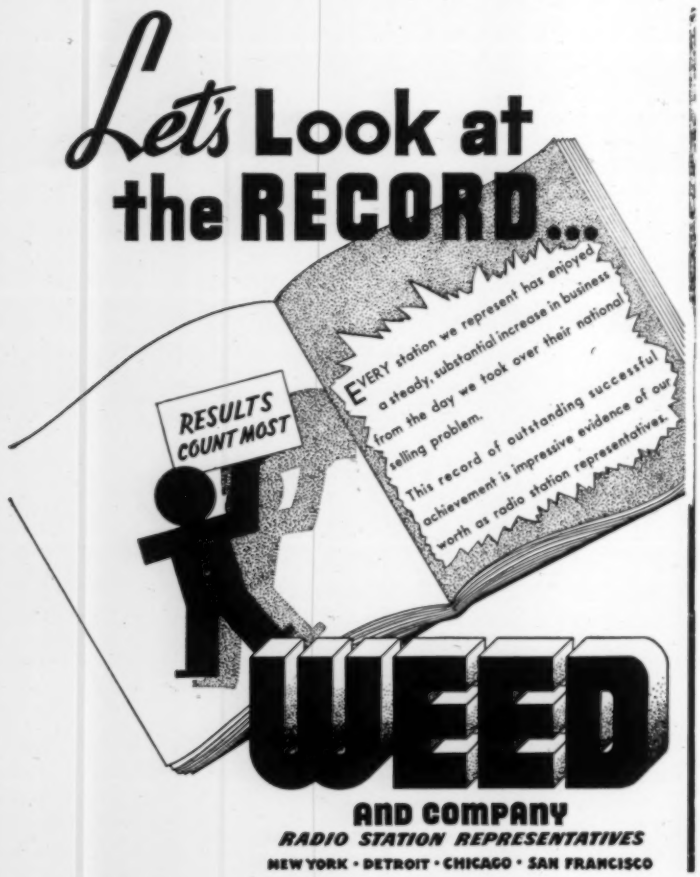
He declared the Blue could be sold as a going concern so that its advertisers, artists, personnel and contracts may be continued substantially unaffected under an independent management. "The Commission will do everything in its power to facilitate this transfer of the Blue network as a unit to an independent management".

If there is "balanced judgment and good faith", Mr. Fly said, there would be ample opportunity given to dispose of the Blue. NBC ought to be able to sell it "lock, stock and barrel, equipment, personnel, contracts and good-will, and the public should not feel the impact of the change". "The next day", he said, "it should be a healthier, better operation".

Senator White observed that if the regulations now are in effect, as indicated by Chairman Fly earlier in his testimony, the FCC can-

Tickets for Soldiers

TICKETS for CBS radio programs are available for the asking to soldiers, sailors and marines in uniform. Louis Ruppel, director of publicity, has written to Army, Navy and Marine bases, informing them that CBS has established a ticket distributing office in the lobby of the CBS studio building at 49 E. 52d St., New York, where men on leave can get ducats for their favorite programs. CBS has also distributed posters to the camps announcing the plan.


Let's Look at the RECORD...
RESULTS COUNT MOST
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

WCSC Serving Coastal Carolina
1000-500 Watts • CBS
CHARLESTON, S. C.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

not renew licenses of any stations on the NBC networks unless they conform to the rules. Chairman Fly then launched a bitter tirade against what he described as attempts to get Congress to hold up the regulations and paralyze the Commission's work through "long delays, extensive debates" and similar purported obstructive moves legislatively. He described this as "something which challenges the integrity and orderly conduct of the Government".

Plainly indignant over this attack, Senator White said he inferred that because he had introduced his resolution to investigate the FCC and hold up the regulations, there would be "further penalties" against the industry and that there is a "punitive suggestion in what you have said".

Chairman Fly quickly apologized, asserting the FCC would welcome the investigation, but again Senator Wheeler stepped in and said there appeared to be misunderstandings on both sides. He voiced the view that NBC should be given at least six months, or such reasonable time as necessary, to dispose of the Blue network, to which Mr. Fly agreed. And the Montanan then commented he would be the first to criticize the Commission if there were any effort to penalize those who litigate.

Then the cross-fire waxed warm again. Chairman Fly charged that certain industry elements were proposing a reorganization of the Commission, even to the extent of saying "who should go on", and that the networks and others were "marching behind" the White bill to give them time to promote the reorganization.

Wheeler Criticizes 'Slugging Contest'

He said it would be tragic if these interests were successful in blocking orderly functioning of Government. After another crossfire, he again apologized to the Maine Senator. He said he would never challenge Senator White's "complete good faith" and hoped that his views were similarly regarded.

Chairman Wheeler said that in his judgment there had been "too much heat on the part of the broadcasters and on the part of the Commission". The effort should be to work out the situation in the interest of the public. He declared he thought the Commission had made serious mistakes by losing its temper. Calling for "sane, cool judgment", in the light of the vital problems of national policy involved, Senator Wheeler said he had no respect for those who ignore the facts and enter into a "slugging contest of this kind". "It does not do the industry, the Commission, or the public any good." Chairman Fly again acquiesced.

Returning to his dissertation on the desirability of disposing of the Blue, Chairman Fly insisted that NBC did not run the two networks competitively but "cooperatively". Programs on the Blue which attract audiences promptly are shifted to the Red, with the Blue carrying mainly various "public service features".

He read a letter from an unnamed NBC Blue affiliate supporting the separation and stating that better service would result. This station's experience was that Blue stations actually are working for the Red. In 1938 only 30% of the Blue programs were commercial, as against 70% on the Red, he said.

Cracking back at what he described as an "unfortunate statement made by CBS" that the FCC was endeavoring to fix rates, Chairman Fly declared that just the contrary was true under the regulations.

Views of Stations Draw Controversy

Asked by Senator Johnson how it happens that so many stations do not want the regulations, fearing they will lose network service, Chairman Fly declared this does not represent the independent view of most affiliates and that the influence of the networks is reflected. Chairman Wheeler agreed that the networks were in a position to assert "tremendous economic pressure" upon independent stations.

Chairman Fly persisted in referring to the "two New York companies" or the "New York gentlemen" heading the networks who exerted this control in the industry. He said he had discovered during the NAB convention in St. Louis "that the stations aren't afraid of me". And he ventured the estimate that not more than 1 in 20 of the men opposing the regulations ever had read the FCC report.

When Senator Johnson said he knew of a station weaker than its competitor which liked the exclusive network clause, because it felt under the regulations it would lose network service, Chairman Fly said that strangely this complaint had never been made to the Commission by small stations, but rather by the big stations who "do not eat them up". The FCC plans to promote the small stations in every way possible.

A new avenue was opened by Senator Wheeler in inquiring why national advertisers were not prevailed upon or possibly forced by the networks to buy stations along the line for their programs, instead of only those stations in the key markets. He made specific reference to commercial schedules which covered Salt Lake City and Denver, but did not hit stations in Montana. "The networks ought to make it so that advertisers would have to take the smaller stations". And Chairman Fly agreed that something should be done about it.

Calls Restraints of Networks 'Onerous'

Discussing the anti-monopoly laws and their relation to radio, Chairman Fly said the networks had contended that because the number of stations available is physically limited, there cannot be the type of competition apparently sought. While there have always been limitations of supply in certain channels, he said, the type of "artificial restraints" placed by the networks on stations are onerous and unnecessary.

But the monopoly situation goes far beyond these physical aspects, he said, because of the staggering social implications and because of the power of radio over public opinion and its ability to influence the molding of public thinking. This is "staggering beyond our imagination", he said.

Chairman Fly flatly stated it was his own opinion that radio is by far a more potent force than the newspaper. Moreover, its influence is growing in that direction, he said.

Senator Wheeler interjected that the dictators have found this out. "That's why I don't want to see Government ownership in the United States," he stated. Chairman Fly echoed this and added that he was not only opposed to Government ownership but was opposed to any steps that would lead to it. Anything that tends to restrict radio and narrow the channels of communicaions, such as the development of monopoly," hour by hour, step by step" will undermine radio, he declared.

If the monopoly "gets strong," then the Government must move in with rate regulation or worse, he said. Answering allegations that he favored Government ownership, Chairman Fly said there was not a scintilla of evidence to support it.

As the hearings closed, Chairman Fly asked for an opportunity to sit down with the committee after all other "opposition testimony" had been taken. Chairman Wheeler said he could have ample time for rebuttal.

Major's Summer Plans

MAJOR BOWES' *Family Hour*, heard sustaining on CBS Sundays at 12 noon for the last 965 weeks, went off the air for the summer months after the June 1 broadcast. The Major's *Amateur Hour*, sponsored on CBS by Chrysler Corp., Detroit, will continue through the summer.

$ALES POWER

A 5-day-a-week advertiser climbed from 18th to 2nd place in volume...25,000 women asked grocers for membership cards...An advertiser gave 72,000 premiums...had to order 240,000 more.

KOA 50,000 WATTS NBC RED NETWORK

First in Denver!

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

FAIRMONT

A Fort Industry Market

WE COUNTED OUR CHICKENS

And discovered that during one day we had sold 29,700 baby chicks for a client. So obviously it's of little importance which came first—the chicken or the egg. The important thing to remember is that WMMN COMES FIRST in the business of incubating sales.

Ask that old poultry-man,

JOHN BLAIR

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

Purely PROGRAMS

ANSWERING the question on the *Sidewalk Interview* on WDAS, Philadelphia, "What Is Wrong with Radio?", one listener complained that radio wasn't funny enough; that newspapers had their comic strips, magazines their cartoons, but that radio just presented comedians commenting with variations on the success of Bing Crosby's horses. However, during the quarter-hour period, the station elicited from interviewees three new program ideas when constructive criticism was requested. The station plans on making this question a weekly feature as a new source of program material and ideas.

* * *

Student Quiz

A QUIZ PROGRAM that puts the knowledge of students to test made its bow June 7 on KYW, Philadelphia. Called the *Daily News Quiz School of the Air*, sponsored each week by the *Philadelphia Daily News* in cooperation with the Historical Society of Pennsylvania, seven students selected from public, private and parochial schools compete at each session for a $25 defense bond. Contestants are divided into age groups, and questions relate to subjects studied at school.

* * *

Training Camp Dramas

A TRAINING CAMP for boxers is the locale of a new weekly dramatic serial broadcast on MBS Sunday evenings which began June 8 as a summer feature. Titled *Fight Camp*, the half-hour program is written by Frank Dolan, writer for *Big Town* and *Good News* and other programs, and directed by Harold McGee, formerly director of RCA's *Magic Key* series.

* * *

Hits of the Week

HITS OF THE WEEK, highlighting the song hits, makes for a new recorded participating program on WPEN, Philadelphia. The selections are the week's favorites in music machines, sheet music sales, record sales and on the radio, based on trade paper listings.

History of Marine Corps

HISTORICAL DEVELOPMENT of the U. S. Marine Corps will serve as subject for a series of dramatizations being prepared by WFIL, Philadelphia. Designed as a weekly half-hour period, the program will feature highlights in the exploits of the Marine Corps. The station will switch to Washington for musical interpolations by the Marine Band. The program will be carried to either the NBC network or to the station's own regional web, the Quaker Network.

* * *

Street Spelling Bee

SPELLING BEE conducted thru man-on-the-street-channels is a twist to the quiz idea, on WDNC, Durham, N. C. Participants dig into a container for a word; if they can spell it, a cash award is given, depending on difficulty of the word. If three words are spelled without a miss, the participant is entitled to a chance at the "jackpot word." If that word is missed the money already won is forfeited to the jackpot. He then gets theatre passes and a sample of the sponsor's product.

* * *

Saturday Eve Party

CONTINUOUS MUSIC for the folks having a party at home on Saturday nights will be provided during the summer months by WHAT, Philadelphia. From 9-10:45 p.m., a continuous period of dance recordings are provided. At 10:45, a 15-minute dramatized program with music is interspersed during which a buffet luncheon may be served. The following hour affords light concert, soft and sweet music to complete the evening.

* * *

More Prices

WLW, Cincinnati, is expanding the content of the *Consumer Foundation* program to include latest price quotations on fruits, vegetables, fish, poultry and meats in markets in Huntington, W. Va.; Ashland, Ky., and Columbus, O. Prices are compiled each morning before the program by Ruth Wood, assistant to Marsha Wheeler, director of the foundation, and are classified into three categories—bargains, budget and luxury.

* * *

His Honor, the Mayor

THE MAYOR of Salt Lake City answers questions on city improvements which have been submitted to the mayor's office by radio listeners. Titled *The Mayor Reports*, the program, aired on KDYL, is unrehearsed and is designed to give the citizens of Salt Lake City a complete report of the activities of the City Commission.

* * *

Bicycle Court

BICYCLE COURT carried directly from the courtroom every Saturday morning is heard on WHIO, Dayton, in cooperation with the Hi-Y Boys and Accident Prevention Bureau of the Dayton Police Department.

Companies on the Air

A DIFFERENT COMPANY of the Pennsylvania National Guard encampment at Indiantown Gap is invited to participate in each episode of *We're in the Army Now*, on WCAU, Philadelphia. Instrumental and vocal talent in each company is featured in the broadcast along with the particular company band. An interview with the commanding officer relates the history of the particular division.

* * *

History in Verse

BASED on a radio adaptation of "Tributes to Unsung Americans", by W. C. Handy, noted composer of the "St. Louis Blues", WMCA, New York, is presenting a weekly series of tributes sung by Wyers Ownes Handy, son of Handy, as historical sketches in verse.

Talent Hunt at Shore

TALENT HUNT among amateurs at the many southern New Jersey seashore resorts has been started in a new weekly series, *Stars in the Making*, on WFPG, Atlantic City, sponsored by the Supplee-Wills-Jones Milk Co. The contest, which will last for 13 weeks, offers a week's engagement at the Atlantic City Steel Pier as the grand prize, with an all-expense trip to New York as second grand prize.

* * *

Car for Poem

POEM in praise of the news programs of H. V. Kaltenborn, NBC-Red commentator, won first honors and a new automobile for Joseph R. Downey of St. Paul, in a contest conducted by KSTP, St. Paul, for the best 25-word appreciation of a radio program.

Merchandising & Promotion

Pugs in Sweaters—Camp for Kids—Alumni Buttons—Salt Lake Flashes—On the Screens

PUGILISTIC PALOOKAS in turtle-necked sweaters roamed the streets of New York June 6 as a promotion stunt for half-hour dramatic program *Fight Camp* which started June 8 on WOR, New York. WOR also issued a press book containing special stories about the program, and leading players in the scripts, Blanche Ring, Sam Byrd, Bedelia Falls, were interviewed on various WOR programs. *Fight Camp*, while not designed as promotion for the Twentieth-Century fights which start June 18 on MBS under sponsorship of Gillette Safety Razor Co., Boston, will from time to time call attention to these fights through the guest appearances of boxing personalities.

* * *

Theatre Stunt

IN A UNIQUE radio-theater promotion between WINS, New York, and the Skouras chain of 65 neighborhood theaters in the New York area, the movie houses are exhibiting a WINS trailer six times a day seven days a week. The station, on the other hand, is announcing the programs at the theaters daily on the air in three five-minute periods. Copy of the WINS trailer, which at present tells patrons of the shift on the dial, will be changed monthly. Agreement is said to run for a year.

* * *

Trips for Boys

SUMMER CAMP trips are being offered to boys between the ages of 8 and 14 for the best letters on "Why I Am Glad I Am an American" by Arthur Godfrey, early morning entertainer on WABC, New York. Twenty-five winners will spend two weeks at Camp Sebago, New York, operated by the Boys Athletic Club of New York.

* * *

Santa in June

CHRISTMAS greetings are being extended to the trade by the WBIG, Greensboro, N. C., by distributing a card entitled, "Merry Christmas, Santa Claus comes in May," which explains the greater coverage of WBIG's 5,000-watt fulltime operation.

Autographed Recordings

AUTOGRAPHED RECORDINGS of bandleaders interviewed by Harold Davis on his back-stage programs from the Earle Theatre, Philadelphia, on WDAS, Philadelphia, are offered listeners in a letter contest. The broadcast series is in connection with the personal appearance of the bands at the theatre and the five best letters telling why they like the music of the particular leader, are presented with the leader's autographed recording.

* * *

Retail Grocers' Day

DESIGNED to create good-will for its product, The Crescent Macaroni & Cracker Co., Davenport, Ia., sponsors *Guest of Honor*, on KSO, Des Moines. Each program a retail grocer handling the product is guest of honor. Music of a transcribed guest orchestra and a guest vocalist make up the musical portion of the show. Each day 10 theatre tickets are awarded to Crescent customers.

* * *

Shift Revealed

CKLW, Detroit-Windsor, has put out a promotion leaflet with die-cut cover showing a dial band pointed at 1030 kc. Through an interwoven cardboard strip, the dial moves from 1030 to 800 when the leaflet is opened. On the cover is the caption "CKLW moves from 1030 to the middle of things". On the inside are listed the advantages to be had from the station's new location on the dial.

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group durng 1940.
1400 KC. ★ 250 Watts

Pep Shingles

FRAMED SHINGLES, designating listeners as official co-pilots of the all-night Pep Boys' *Dawn Patrol* recorded program on WIP, Philadelphia, are being sent out by the advertising department of the sponsoring auto chain stores. The shingles, signed by Mort Lawrence, conductor of the program and "Flight Commander", are suitable for hanging on the wall. In addition to certifying the listeners, an enclosed return card solicits "confidential" comments and suggestions from listeners on the program.

* * *

WDAS Alumni

BUTTONS tagging all persons appearing before the WDAS, Philadelphia, microphones in connection with the "man-in-the-street" and other audience participation programs are being distributed by the station. The lapel button reads: "I Was on WDAS." It was discovered that the buttons serve a double purpose of satisfying the ego of the person who was on the air, and makes every one who broadcasts over the station a walking advertisement for WDAS because of the questioning he must go through.

* * *

More About Radio

TYING in its affiliation with WCCO, Minneapolis, the *Minneapolis Star-Journal* has revised and expanded its Sunday radio page. Guest artist plugs, reviews of new shows, local news and squibs are now incorporated in the quarter-page column of George Grim, the paper's radio editor. The *Star-Journal* currently has five programs airing over WCCO.

* * *

Cards in Buses

BUS CARDS are being used by WHBF, Rock Island, in more than 100 Tri-City Railway buses throughout Rock Island, Moline, East Moline, Silvis and in Davenport, Ia., to promote the *Lone Ranger* and two Modern Woodmen of America programs, *House of Peter MacGregor* and the nightly news broadcasts of Fulton Lewis Jr.

* * *

Salute to Newspapers

A SERIES of weekly programs designed to call attention to newspapers and industries of Northern California was started on KSFO, San Francisco, in cooperation with the San Francisco Junior Chamber of Commerce. The KSFO crew travels to the spot to be saluted, cuts a transcription and the program is presented later that day.

* * *

News Flashes

SHOPPERS walking down the main streets of Salt Lake City can hear the latest news flashes from KDYL through an arrangement with the Intermountain Theatres, whereby all regularly scheduled newscasts both local and network are flashed to speakers in front of the theatres.

* * *

Theatre Swap

AN EXPLOITATION DEAL made by WMCA, New York, which will be featured before an estimated weekly audience of a million in the 48 RKO theatres in Metropolitan New York includes a program on the station, with lobby space and a 55-foot trailer about the station to be shown in the theatres nightly.

TWO MORE BRASS RINGS

FOR AMERICA'S LEADING INDEPENDENT STATION

WITHIN the short span of ten days Ohio State University* and the Women's National Radio Committee awarded honors to two programs created, produced and heard exclusively over WMCA.

In honoring AMERICANA QUIZ as an educational program which served the interests of democracy, the Women's National Radio Committee stated, "Your program was highly commended by our New York City listening groups." The WNRC consists of 23 national organizations with a metropolitan membership of several hundred thousand women.

LABOR ARBITRATION was chosen by Ohio State University as one of the two programs worthy of award in Class 1B against network and clear channel station competition.

These programs are available for sponsorship by two clear-thinking, far-sighted advertisers. We think they are two of the best good will programs on the air today.

LABOR ARBITRATION

A unique 45 or 60-minute program that actually arbitrates labor disputes. Permanent chairman is Samuel R. Zack, veteran labor arbitrator who is assisted by a revolving panel of guest arbitrators. Among its accomplishments LABOR ARBITRATION prevented a strike of employees in 100 drug stores, stopped a strike of 15,000 garage workers and settled a pending millinery strike which would have tied up the industry.

AMERICANA QUIZ

A 30-minute quiz on American history by Edward Boykin, author of "The American History Quiz Book." Usual participants are high school or college teams. Recommended by teachers; endorsed by patriotic societies. Highly praised by leading executives of Camp Fire Girls, Boy Scouts and Girl Scouts. Now in its third year.

WMCA

FIRST ON NEW YORK'S DIAL . . . 570

NEW YORK: WMCA BUILDING, 1657 BROADWAY

Chicago: Virgil Reiter & Co., 360 North Michigan Avenue

*Fifth American Exhibition of Recordings of Educational Radio Programs

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy

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First Inning

WHATEVER the outcome of the White Resolution hearings before the Senate Interstate Commerce Committee on the FCC "monopoly" regulations, a salutary result already is assured. There won't be any summary executions of stations or networks nor will the NBC-Blue be dismantled by Aug. 2, when the projected regulations are supposed to go into effect. In fact, there is every reason to expect at least a postponement of the effective date.

Chairman Wheeler, though far from condoning the status quo, nevertheless keyed the pace with his criticism of the "heat" engendered on both sides and the haste in imposing the regulations. He extracted from Mr. Fly commitments of no undue haste and no additional penalties or recriminations. No matter how things turn out, the wisdom of intervention by the Senate committee cannot be questioned even if it is manifestly disliked by Mr. Fly and his majority colleagues.

Persuasive, often convincing and an exceedingly able advocate, Mr. Fly may have scored with some of the committee members. It is still too early to appraise in full perspective the effect of his pleading. The situation after his three days on the stands can be described as the prosecuting attorney's case, deftly presented and apparently convincing to some of the jurors. But other jurors—some like Senator White very well informed about radio, and all meaning to be fair-minded—want to hear the other side. That he can be answered, chapter and verse, with devastating effect, by the industry, network, affiliate and other spokesmen yet to appear, goes without saying. The industry defense is founded on fact, experience and knowledge of the medium—not hearsay, guesswork or skillful dallying with facts and half-facts.

Chairman Fly's disarming willingness to concede, compromise, amend, revise or extend the eight regulations, committing his majority colleagues all down the line, at this juncture seems to have won over several members of the committee.

To us there seems to be no answer to the contention of Senator White that the FCC is not endowed with authority to "write its own laws", tampering with the fate of so vital an industry. Certainly the FCC should have gone to Congress with legislative recommendations, rather than arrogate to itself functions concerning which there was even slightest doubt.

Chairman Fly's remarkable presentation in justification of his position, despite obvious efforts to hold himself in check, was colored to his disadvantage by his vehement criticism of the network and other industry efforts to get Congress to intervene. Only after Senator White rebuked him did he recede. Certainly the industry, with a life and death view of the regulations, had a right to appeal to Congress—the creator of the FCC. And certainly the FCC—the creature of Congress—has no right to object.

We have said before that the present order in radio and more particularly the relationship of the networks and their affiliates, is not perfect. It is unfortunate that the networks themselves, by voluntary methods, did not essay to remedy certain aspects. But certainly it is not the function of the FCC to launch pell mell into all aspects of radio operations, and actually decree a remaking of the industry on a certain date simply because there hasn't been enough voluntary self-regulation.

There will be reforms in network-affiliate operations. They may come by compromise or by decree. But it's safe to say they won't come on Aug. 2, thanks to the White Resolution.

How else would the industry have known about the willingness of the Commission to extend and amend if not for the White Resolution hearings? Chairman Fly has shouted "free speech" from the house-tops. The industry, on trial, gets an opportunity at free speech before an effective tribunal in the current White Resolution proceedings.

Since early in this session of Congress, when the first of three proposals to establish universal daylight saving time as a defense measure was introduced in the House, an endorsement of DST by some branch of the Administration was considered all that would be necessary to reestablish a DST system similar to that in World War I. Apparently the shot in the arm has come, and passage of some sort of DST legislation may be expected ere long, following the recommendation in its favor by Secretary of Interior Ickes and a reported forthcoming statement urging DST from the Office of Production Management.

Summer Selling

BLASTING another time-worn fixation, a survey by *Sales Management* lays at rest the ghost of summer-month dullness in the planning of advertising campaigns and the issuing of orders for time and space. Manager Philip Salisbury, in the interests of the advertising business as a whole, has given permission to pass his findings to the radio field—findings which prove that *the three summer months are the second most important quarter of the year for the preparation of advertising campaign plans.*

Before the 1929 collapse most national advertisers operated on a calendar year basis, resulting in a last-of-the-year congestion of planning and buying in agency offices. In recent years the tendency has been to make commitments by quarters or half-years, thus spreading out buying and planning. Right now that is particularly true with radio time-buying, which in the national field is markedly on a short-term basis.

All AAA agencies were contacted and 20%, including some of the leaders in radio placements, responded to the survey. It shows that June, July and August, far from being dull, are better than the spring months in the release of contracts. Steady promotion and on-their-toes sales staffs are therefore necessary both because of the large amount of planning and purchasing being done during these three months and the fact that calls from salesmen of both radio and publications are less frequent during this period.

The responding agencies, reduced to average, showed that 23.4% of their plans for advertising campaigns are made during the July-September quarter; this compares with 40.2% during the October-December quarter; 20.5% January-March; 15.9%, April-June.

In a word, even though the vacation period are setting in, now is the time to redouble rather than relax sales efforts and promotion

The RADIO BOOK SHELF

IN A REVIEW of the major internal and external issues confronting the radio industry today, D. A. Saunders, writing in last week's *Nation* (May 30) under the title "Judgment Day for Radio", devotes special attention to the probable future course the networks will take in combating the monopoly rules of the FCC. There are three lines to follow—legal action, political pressure and large-scale propaganda—with the second the main weapon, he says. Meanwhile, there seems to be much jockeying about in undefined positions by the FCC and White House which Saunders calls merely "smart politics" but nothing else.

FREQUENCY MODULATION, television, the NAB code, BMI and other recent developments in radio are given their place in the third edition of Otto Kleppner's *Advertising Procedure*, just published by Prentice-Hall, New York ($5). Written by the president of an AAAA agency, this "how-to-do-it" handbook of current advertising practice is used as a text in advertising courses in some 200 schools, colleges and universities. Originally written in 1925 and now in its 21st printing, the volume's publishers proudly proclaim it "the biggest-selling book on advertising ever published."

PROVIDING a brief history of the development of frequency modulation as a background, William H. Capen writes an article in the current issue of *Electrical Communication* explaining the theory and technical characteristics of FM transmitters and receivers as well as the practical applications and results. Provided also is a bibliography of literature pertaining to FM.

We Pay Our Respects To —

JAMES LEONARD REINSCH

THE DYNAMO that is Leonard Reinsch was bound to attain high speed at an early stage, and at 33 he's still regarded by his friends as a young-man-going-somewhere. If radio, as has often been said, is essentially a young man's game, "Len" Reinsch is living proof of it. Only a matter of a few weeks ago he was appointed general director of all three stations controlled by Ohio's former Governor and the onetime Democratic nominee for President, James E. Cox.

Detailed from Gov. Cox's WHIO at Dayton to Atlanta when the noted publisher purchased WSB and the *Atlanta Journal* in January, 1940, Len Reinsch has undertaken the supervision of WHIO, WSB and WIOD, Miami. He headquarters at Atlanta, but travels between the three stations and their managers all report to him. He in turn reports to James E. Cox Jr., heir apparent to the Governor's radio and newspaper properties, the latter including the *Dayton Daily News, Miami Herald, Springfield* (O.) *News* and *Springfield Sun* as well as the *Atlanta Journal.*

A native of Streator, Ill., where he was born June 28, 1908, Len Reinsch was attending school in 1924 when he took part in a minstrel show on WLS, Chicago, acting as interlocutor. He found he liked radio, and he did turns on eight other Chicago stations from time to time, meanwhile studying every angle of the business from microphone to transmitter. In 1928 WLS gave him a fulltime job as announcer, and next year he turned to selling.

Betimes he attended Northwestern University, going to classes during the day and working at night. When his radio schedule was shifted to daytime, he went to night classes. He was graduated from Northwestern with a B.S. degree in commerce, and he won the D. F. Kellar prize for a thesis on radio merchandising. This so impressed the dean that he was asked to prepare a suggested curriculum for radio courses in the School of Journalism.

Following graduation, he tried his hand at agency work, handling spot accounts; he helped organize two stations, and set up a commercial schedule for another. All of the time, however, he was casting about for an opportunity to line up with a newspaper-owned station —and the chance came in 1934 when Gov. Cox acquired WHIO. He went to Dayton in November of that year to help set up the station —which was being moved from Erie, Pa.—to design the studios, engage the personnel and develop the accounting and control systems. He was named general manager, serving at WHIO until his assignment to the 50,000-watt WSB.

When Len Reinsch's appointment as director of WSB was announced, he was deluged with telegrams and letters of congratulation; when more recently he got the job of director at all three stations, the deluge became a flood. He is one of the best known figures in the industry among advertisers, agencies and stations.

Len Reinsch married the former Phyllis McGeough, of Chicago, on Feb. 1, 1936. They have two children, Penelope Lu, 2½, and James Leonard Jr., 1. This family—and radio—are his hobby. If he could find time, he'd like to devote more leisure hours to photography and golfing, but long hours at the office and on the road leave little time for leisure.

GIL BAYEK, announcer of WDRC, Hartford, on June 8 is to become program manager of W47A, new FM station at Schenectady, N. Y. Bayek was president of the *Strictly Swing Club* at WDRC, which claims more than 13,000 members. Announcer Elliott Miller will succeed him as head of the club.

Personal NOTES

NEAL BARRETT, manager of KOMA, Oklahoma City, former vice-president of the Texas State Network and the old Southwestern Broadcasting System, has resigned and on June 1 went into partnership with Frank Clark as Packard distributor for Oklahoma, the Texas Panhandle and several counties in New Mexico.

SIL ASTON, for 2½ years manager of the Chicago office of Joseph Hershey McGillvra, on June 16 joins the Howard H. Wilson Co., national representative firm, same city. Both the Chicago and New York offices of this company will be expanded in the near future. Additional personnel will be announced.

LOU REKER, formerly of WAVE, Louisville, has joined the sales department of WRAL, Raleigh, N. C.

GEORGE JOHNSON, general manager of KTSA, San Antonio, is confined to the Santa Rosa Hospital with a streptoccocus infection.

BENN HALL, associate editor of *Radio Daily*, on June 2 resigned to join Duell, Sloan & Pierce, New York book publishers, as director of advertising and publicity. Mr. Hall, author of the recent *Careers on Business Papers*, was previously associate editor of *The Billboard*, and prior to that with *The New York Times* Sunday feature and radio staffs for six years.

ROGER C. PEACE, publisher of the *Greenville* (S. C.) *News* and *Piedmont* and owner of WFBC, has been named chairman of the Greenville county committee to promote the sale of defense savings bonds and stamps.

CHARLES P. MANSHIP, publisher of the *Baton Rouge* (La.) *State Times* and *Advocate*, operating WJBO, has been elected president of the Southern Newspaper Publishers Assn.

THAD HOLT, president of WAPI, Birmingham, while convalescing from a recent operation contracted the measles and will be away from his desk for several weeks.

C. P. PERSONS, salesman of WAPI, Birmingham, has been inducted into the Army at Fort McClellan, Ala.

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, has been named a trustee of the Birmingham Sales Executive Club.

H. R. TURNER, for 19 years with General Motors Corp., has been added to the sales department of WBAP-KGKO, Fort Worth.

TOM FOXWORTHY, formerly of the sales staff of KMYC, Marysville, and Rex Bowen, formerly of KTUC, Tucson, have joined the sales staff of KYOS, Merced, Cal.

ROBERT T. MASON, president of WMRN, Marion, O., on May 23 was elected vice-president of the Ohio Civil Service Council.

E. LLOYD MOORE, commercial manager of CFRB, Toronto, has been elected a director of the Advertising & Sales Club of Toronto.

SEYMOUR N. SIEGEL, program director of WNYC, New York's municipal station, on June 16 reports for active duty as a second lieutenant in the Naval Reserve.

McCLELLAND VAN der VEER, associate editor of the *Birmingham Age Herald*, has joined MBS' list of news analysts, broadcasting news from Birmingham Saturdays.

LLOYD E. YODER, general manager of KOA, Denver, was elected general chairman of the "President's Ball" of the Rotary International Convention to be held in Denver during June.

A. LEWIS KING, formerly head of his own agency in New York, has closed the organization to join the sales department of WNEW, New York.

ROBERT O. REYNOLDS, manager of KMPC, Los Angeles, on June 14 marries Lee McDaniel of New York City.

JULIUS GLASS of the sales promotion department of WGAR, Cleveland, is the father of a baby girl.

J. C. McNARY, of McNary & Chambers, Washington consulting engineers, has been ill at his home for the last week.

HOWARD S. MEIGHAN, eastern sales manager of CBS Radio Sales, New York, on June 28 is to marry Miss Maryelaine Pryor of Scarsdale, N. Y.

HAROLD HOUGH, of the *Fort Worth Star-Telegram* (WBAP-KGKO) and chairman of the Newspaper Radio Committee, will speak on "Press Radio Ownership" at the 43d annual meeting of the International Circulation Managers Assn. at the Book Cadillac Hotel, Detroit, June 17-19.

Morgan Sexton Is Named To Manage New KROS

MORGAN SEXTON, with Midwestern stations as sports announcer and singer and more recently with KSTP, St. Paul, WCCO, Minneapolis, and WISN, Milwaukee, has been named general manager of the new KROS, Clinton, Ia., which plans to go on the air about Sept. 15. Complete personnel will be announced later. Mr. Morgan is supervising the remodeling of 10,000 square feet of floor space in the Jacobsen Bldg. for three studios.

The new station was granted Feb. 5 to the Clinton Broadcasting Corp. and will use 250 watts on 1340 kc. Principals in the company are: Peter Matzen, proprietary manufacturer, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share.

Walter Craig Appointed WMCA Program Chief

APPOINTMENT of Walter Craig, radio counsel to Street & Finney, to be program director of WMCA, New York, has been announced by Donald S. Shaw, general manager of the station. Formerly program director of World Broadcasting System and head of a firm of broadcast producers under his own name, Mr. Craig was forced by an illness to retire for the last two years. During this period he was counsel for Street & Finney.

Simultaneously with the appointment announcement was also made of realignment of duties in production and news departments whereby Leslie Evans Roberts as director of public service program will work under Craig as well as William L. Card, production manager, and Joe Rines, musical director. Hal Janis will continue to handle sports and news with Leon Goldstein in charge of publicity and special features.

XUM

War Industries?
- - Nope! . . .
Army Camps? -Nary!

- - BUT . . .

per capita food sales in Asheville are 44% more than the national average.

- - WWNC with its planned promotion will help you tap this quality spot. Try WWNCo-operation and get results!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

TEXAS IS BIGGER THAN YOUR SALESMAN!

And there are sales he can never reach—alone. Drive your story right into the fattest payrolls in an expanding state. Schedules on KFDM reach right into the heart of TEXAS' BOOMING GULF COAST INDUSTRIAL AREA.

"DOING BUSINESS IN THE SAME OLD PLACE"
KFDM
560 KC
1000 WATTS
FULL TIME
NBC BLUE
BEAUMONT
Represented By
HOWARD H. WILSON COMPANY

BEHIND the MIKE

VAL BJORNSON, for several years editorial commentator on KSTP, St. Paul, on a part-time basis, will devote full time to radio as KSTP farm director. In addition to his daily *Farm Forum*, Bjornson will continue his weekly comments on politics and will assist the KSTP news department.

HELEN OPPEGARD, only woman newswriter of the WBBM-CBS newsroom, Chicago, has been named the outstanding woman graduate of 1941 by the Medill School of Journalism, Northwestern U by receipt of the Carlyle Award, given by Theta Sigma Phi, national journalistic sorority. In addition to the Carlyle Award, she had previously received the Sigma Delta Chi award, given by the national journalistic fraternity.

GEORGE CHANCE, salesman of KFJM, Grand Forks, N. D., is the father of his first child, Geoffry Wiley, born May 23 at Deaconess Hospital, that city.

CHET CLARK, announcer for Sweetheart Soap on WCAE, Pittsburgh, will marry Ruth Strickland, recent graduate of the Pennsylvania College for Women June 16.

CHARLIE BATTERS, of the WFBR, Baltimore, announcing staff will leave soon for the Army.

CHARLOTTE ALLEN, has joined the staff of KGNC, Amarillo, and will handle the *Shopping With Charlotte* women's participation program.

WILLARD LEAN has been added to the announcing staff of KGNC, Amarillo, Tex.

FRANK P. MANSUY, formerly announcer of WARM, Scranton, has joined WRAL, Raleigh, N. C. as announcer-continuity writer.

LOU FRANKEL, free-lance publicity agent most recently for the program *How Did You Meet?*, sponsored on NBC-Red by Andrew Jergens Co., Cincinnati, and previously radio editor of *Tide* magazine, on June 2 joined WBYN, new Brooklyn station, as publicity director.

FRANK EVANS, of New York City, Ed Higgins, of Asheville, N. C., and Donald Mack, of Charlotte, have joined WDNC, Durham, N. C.

PHIL McKERNON, announcer-operator from the San Francisco Bay area, has joined the announcing staff of KHSL, Chico, Cal.

J. B. CLARK, formerly associated with WPTF and WRAL, Raleigh, has been appointed program director of WDNC, Durham, N. C.

DURWARD KIRBY, announcer of NBC Chicago, on June 7 will marry Mary Paxton of Chicago.

We have THE VERY IDEA
Custom-built radio productions
One minute or one hour—
live or transcribed
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

PAUL HUNT, formerly of WSNJ, Bridgeton, N. J., and WJRD, Tuscaloosa, Ala., has joined WAPI, Birmingham.

MAURY FARRELL, sports announcer of WAPI, Birmingham, and CAA pilot, has been placed in the 106th Observation Squadron, located at the Birmingham Municipal Airport.

CECIL PARSONS, graduate of Birmingham-Southern College, has joined WAPI, Birmingham.

ROBERT LOUIS SHAYON, producer of WOR, New York, has been designated a senior producer by Julius F. Seebach, vice-president in charge of programs.

BEULAH M. RODGERS, formerly with Ball Bros., Muncie, Ind., Servel Inc., New York, and Paris & Peart, New York agency, and more recently assistant in 4-H Club work in the Department of Agriculture, has been appointed director of the Artists Service Bureau of KDKA, Pittsburgh.

ROBERT DU FOUR, announcer of WPTF, Raleigh, on June 2 married Jane O'Connor, recent college graduate.

HOYT ANDRES, former announcer of WOAI, San Antonio, has joined KWK, St. Louis.

ROY KEYES, pianist and star of his own program, *Keyes at the Keys*, on KWK, St. Louis, was drafted May 31.

CHARLES VOLGER, former announcer of WHBF, Rock Island, recently completed the U. S. Naval Reserve course and is now an ensign aboard the USS *Pensacola* in Pearl Harbor, T. H.

JOHN STEADMAN, from Chicago, has joined the announcing staff of WOAI, San Antonio, Tex., and will handle special events. Bill Shomette has joined WOAI as field representative and will be in charge of farm activities.

JOHN GALBRAITH, radio actor of KGO-KPO, San Francisco, recently became a junior announcer at the NBC stations.

GALEN PIEPENBURG, pianist at KRE, Berkeley, Cal. recently was commissioned warrant officer in the 250th Coast Artillery with the rank of bandmaster. He will direct music activities at Camp McQuaide, Cal.

ROY NEAL, radio actor at KYW, Philadelphia, joined the announcing staff of WIBG, Glenside, Pa.

JOE NOVENSON, announcer of WDAS, Philadelphia, has been named summer relief announcer at WFIL, Philadelphia.

JULES RIND, formerly of WJDX, Jackson, Miss., Paul Long and Lynn Williams, both formerly of KELD, El Dorado, Ark., have joined the announcing staff of KWKH, Shreveport, La.

PAT FLAHERTY, for 5½ years sports commentator and chief announcer of WOAI, San Antonio, has resigned effective June 16. He plans a vacation trip through the Northwest.

DON LOCHNER, for 13 years in the theatre and radio fields, starring in stock and touring companies besides acting and producing for NBC, CBS and MBS and various advertising agencies in New York, has recently been appointed program director of WEW, St. Louis.

CHARLES H. KINSLEY Jr., former program director of KYOS, Merced, Cal., now stationed at Fort Ord, Cal., assigned to the signal section as instructor has been promoted to the rank of sergeant.

RUTH CHILTON, director of women's activities of WSYR, Syracuse, will be featured speaker at the American Gas Co. convention in the Syracuse Hotel July 7-8.

DUNCAN McCOLL, of KOA, Denver, has been named director of the local Lions Club.

Meet the LADIES

SALLY WORK

NO THEORETICAL homemaker is Sally Work, of WBEN, Buffalo. Her home is her greatest delight—and her home, her garden and her dogs are her hobbies. When she talks about products, the listener can be sure she knows whereof she is speaking, for she puts them all through their paces in her own home before presenting them on the air. Born in Toronto, Sally is a former school teacher and newspaperwoman. In fact, before coming to WBEN she was women's editor of the *Buffalo Evening News*, which owns WBEN. Recently her gardening ideas were put into the field of philanthropy when she sold all the tomatoes in her garden for the benefit of British War Relief. So successful was she that a huge Caledonia Market was set up under her direction. More than 10,000 people have attended and $15,000 raised for the cause. In her programs Sally Work chats casually, as one homemaker to another. "In this way," she says, "advertising is administered painlessly and effectively."

WILLIAMS HALL, formerly of KMOX, St. Louis, has joined KMPC, Beverly Hills, Cal., as announcer.

RICHARD NORMAN, formerly an announcer of WOV, New York, has joined W71NY, FM station owned by WOR, New York, as an announcer.

RICHARD NORMAN, formerly announcer of WOV, New York, has joined W71NY, FM station of WOR, New York, in the same capacity.

ED NICKEL, of the MBS, New York, press department, who married the former Ruth Fnible late in May, contracted pneumonia on his honeymoon and is now home recuperating.

RICHARD BROOKS, NBC Hollywood commentator, and Jeanne Kelly, film player, were married June 1.

FAHEY J. FLYNN, formerly sports announcer of WEMP, Milwaukee, on May 29 joined the announcing staff of WBBM, Chicago.

RUSS YOUNG, producer of *Bachelor's Children*, a WGN, Chicago, dramatic serial, is the father of a baby girl, Vicki, born June 1.

AVERY GILES, formerly of Ruthrauff & Ryan, New York, and poet contributor to such publications as the *Saturday Evening Post*'s "Postscript" page, has joined the program department of WOR, New York, to handle promotional continuity and station-break announcements.

GEORGE HINDS has joined the announcing staff of KLZ, Denver, for summer relief assignments.

ROBERT HEINZ, usher of WGN, Chicago, on June 1 was inducted into the Army.

DON DOWD, announcer of NBC Chicago, is the father of a baby girl, Patricia Maurer, born May 24 at the Swedish Covenant Hospital, Chicago. Mother is the former Betty Anne Brown, NBC actress.

ALEXANDRA BROWN, of the CBS office of special events of WJSV, Washington, recently married Franklin Roudybush, director of a foreign service school, Washington.

JANE C. CULLEN, of the KSFO, San Francisco program, auditing and sales department, has resigned.

DAN HYLAND Jr., announcer of WSAR, Fall River, Mass., is the father of a girl, Diane Marie.

HARTLEY IS NAMED TO POST IN NAVY

J. HARRISON HARTLEY, formerly with NBC in New York as assistant director of special events, last Monday joined the radio section of the Office of Public Relations of the Navy Department as supervisor of special events. Mr. Hartley will work with Lieut. Comdr. Norvelle Sharpe, head of the Navy radio section.

Mr. Hartley

The assignment of Mr. Hartley, who was a member of the Naval Reserve, to the radio section is the first of several contemplated personnel additions in line with plans to expand the section's functions under direction of Frank E. Mason, NBC vice-president in charge of information, who late in April was named special assistant to the Secretary of Navy [BROADCASTING, April 28].

Mr. Mason has spent the bulk of his time in Washington the last fortnight and expects to do the same during at least the next two or three months, formulating plans for operation and expansion of the radio section, part of the new Office of Public Relations headed by Rear Admiral Arthur J. Hepburn. Comdr. Sharpe, who previously had handled alone the radio section functions, remains as the official naval head of the radio branch, with Mr. Mason functioning as civilian advisor, without rank.

Defense Dept.

WIOD, Miami, has set up a "defense activities department" and appointed Frank Jaffe, promotion manager, to coordinate defense programs. The move was undertaken to make effective the programs of the many organizations requesting time. The new department will plan ahead on defense broadcasts and will act as liaison.

Quick Talker

FOUND—A newscaster who almost equals the record for word spieling set by the late Floyd Gibbons — 217 words per minute. News editors at WNEW, New York, gaped when the recently employed James Coy took over the 9:45-10 p.m. news period and ran far short of copy at the end of ten minutes, though he had a quarter-hour script. Following tests, Coy was found to require six more pages than the average newscaster for a 15-minute period. Coy was previously program director of KCMO, Kansas City, and freelance announcer in Chicago.

UP Names Bradford

A. L. BRADFORD, communications, news and business executive, recently general manager of United Press in South America, has been appointed radio news manager of UP in New York, as announced by Hugh Baillie, UP president. He succeeds Webb Artz, who has requested an indefinite leave of absence due to ill health. Joining UP in Washington in 1919, Mr. Bradford has worked on important assignments for the news service in Europe, Africa, America and most recently in South America.

Mr. Bradford

Brenner Heads KTHS

LEWIS BRENNER, chairman of the radio board of the Hot Springs, Ark. Chamber of Commerce, has been appointed general manager of KTHS, Hot Springs, the appointment to be effective until the application filed by Col. T. H. Barton with the FCC for transfer of the station is acted upon. Hub Jackson, formerly of the Texas State Network, has been named KTHS assistant manager.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

Carmichael Is Granted Further Duty at WLW

EXTENSION of the supervisory and administrative duties of Cecil K. Carmichael, assistant to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was announced May 29 by Mr. Shouse. Under the new organization plan, Mr. Carmichael will be in charge of all national defense and public service programs on the three Crosley stations — WLW, WSAI and WLWO, international shortwave adjunct. In addition, publicity, special events, public relations and remote broadcasts of all the stations will be under his direction.

Mr. Carmichael

Joseph Ries, head of the public service department and named coordinator of defense broadcasts under the new setup, will report directly to Mr. Carmichael. Formerly director of WLW's educational department, Mr. Ries during the last two summers was stationed at New York, where he handled direct broadcasts from the Crosley Bldg. at the World's Fair. Mr. Ries also will be responsible to Mr. Carmichael for the usual public service type of broadcasts, Mr. Shouse explained.

KFRO, Longview, Tex., has announced appointment of Howard H. Wilson Co. as national representative.

ADAM HAT SIGNING RIGHTS TO FIGHTS

WHILE NBC's attempt to block transfer of the 20th Century Sporting Club prize fights broadcasts from the Blue Network to MBS awaits court action, Adam Hat Stores, New York, which has sponsored broadcasts of these contests on the Blue for the past four years, is continuing its fight broadcasts.

Only change is that instead of broadcasting the 20th Century bouts from Madison Square Garden, Adam Hats has now contracted for exclusive broadcast rights for fights staged by clubs in Philadelphia, Chicago, Washington, Birmingham and Minneapolis, with other contracts pending.

First broadcast of the new series occurred last Friday, when the Lou Nova - Jim Robinson heavyweight fight was described from the ringside in Minneapolis by Bill Stern and Sam Taub for the listeners to 138 Blue stations and by Buck Canel in Spanish for Latin American listeners to NBC's shortwave stations. Same trio will also announce the Pastor-Scott fight from Washington June 16, second of the new series which will average close to a broadcast a week throughout the summer.

Contract for the new fight series, advertising the sponsor's hats for men in North, Central and South America, was placed through Glicksman Adv. Co., New York.

CHARLES MICHELSON has sold portable transcription playback equipment to WISR, Butler, Pa., WABI, Bangor, Me., and KTAR, Phoenix.

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company.

SOUTH BEND GRANT FOR FM REISSUED

SUBJECT to the determination of the newspaper-ownership issue under Order No. 79 scheduled for hearing this month, the FCC June 3 reissued a construction permit to W71SB, FM adjunct of WSBT, South Bend, Ind., and operated by the *South Bend Tribune*.

At the same meeting the Commission placed the application of the Gibralter Service Corp., owned by the *Philadelphia Bulletin*, for a new FM station in Philadelphia in the pending file pursuant to Order No. 79.

Another application for FM involving newspaper ownership was received by the Commission when the Tribune Building Co., licensee of KLX, Oakland, Cal., and of the same ownership as the *Oakland Tribune*, applied for facilities on 46.5 mc. to cover 1,216 square miles and a 1,350,000 population. This brings the total number of pending applications before the FCC to 61.

AFM Convenes

CHIEF RADIO interest in the convention of the American Federation of Musicians, opening June 9 at the Olympic Hotel, Seattle, is in the report of Ben Selvin, vice-president of Associated Music Publishers, on his survey of recorded music and its effect on the employment of musicians throughout the country [BROADCASTING, March 17, April 14, May 26], and what action, if any, the delegates take toward controlling the manufacture and use of recordings. The general topic of radio's employment of musicians since the expiration of the national agreement will be discussed by James C. Petrillo, AFM president, in his annual report, but no recommendation of change in the present system of individual contracts between local unions and stations is expected.

NOW THEY LOOK LIKE THIS

See page 12

PHOTOGRAPHS ON PAGE 12 in same (l to r) order show: (1) **Col. Gus Reiniger**, sales manager of Radio Engineering Laboratories Inc., a 1913 Annapolis graduate who signed the first application to go to a World War Officers Training Camp, served on Pershing's general staff in France as a lieutenant colonel. (2) **Paul A. deMars**, Yankee Network v.p. in charge of engineering, former professor of electrical engineering at Tufts, who served with the A.E.F. engineers from May, 1918 to June, 1919 as a master engineer junior grade and saw plenty of action in France. (3) **Maj. Edwin H. Armstrong**, inventor of FM, who went overseas as a Signal Corps captain in October, 1917, and served abroad until August, 1919, returning with the rank of major.

Extensive Use of Radio Medium Is Seen As Nutrition Program Gets Under Way

AN INTENSIVE advertising drive, with radio as a prominent medium, is foreseen in the food and nutrition field following the National Nutrition Conference in Washington May 26-28. Although national defense activity poses uncertainties in many consumer and industrial fields from the advertising standpoint, conference delegates returned home determined to whoop it up for the new nutrition program and to make the United States more "food conscious" than ever through educational advertising.

The National Nutrition Conference, called by President Roosevelt, was attended by more than 700 nutrition experts, including home economists, doctors, public health officials, food industry leaders and local Government officials. Delegates backed a long-range national program of education in behalf of more and better food.

For Entire Population

During the Conference, the only criticism of food advertising came from Paul V. McNutt, National Defense Health & Nutrition Coordinator, who observed that too much of the advertising and promotion in the food field was aimed at the cream of the market—the upper 30% of the income groups. He urged the food industry to aim its advertising and distribution policies to reach the entire population.

Apparently in an effort to aid in the general nutrition campaign, which can be neatly tied into specific food commercial shows, radio took a part in the conference, and plans are now completed to continue the work. The night before the conference opened, Mutual's *American Forum of the Air*, was turned over to Mr. McNutt, U. S. Surgeon General Thomas Parran, and other leaders in the field of nutrition so they could announce to the nation a new set of nutrition and food standards developed by a quasi-Governmental defense agency, the National Research Council.

During the conference, NBC carried Vice - President Wallace's speech over its *Evening Star Forum*. At the conclusion of the conference Dr. Parran announced that NBC-Red would start a series of programs on June 13, 10:30-11 p. m., *All Out for Health*, to be presented in cooperation with the Women's National Emergency Committee. Each show will incorporate a "People's Nutritional Forum", a dramatization of an epochal story of man's war against hunger and malnutrition, a current behind-the-news story, and a real-life "before and after" case history. Dr. Parran, Author Paul de Kruif, and other noted figures in the field of nutrition will act as forum chairmen.

The new "enriched" bread and flour [BROADCASTING, April 21] will lead the field in the promotion of new nutrition, and large amounts of radio advertising promoting specific bread and flour products already have been placed. Millers are ready to expand their advertising now because official Government standards for their "enriched" flour have been announced. Although standards are still lacking for bread, most bakers are going ahead, and the baking industry officially declared May 27 as "V-Day"—the day when promotion of "enriched" bread got under way.

'Welcome to FM'

THE *Milwaukee Journal's* FM station, W55M, has begun a series of programs to welcome new owners of FM receiving sets. Each Tuesday evening, 7:30, a program titled *Welcome to FM* is broadcast for new FM listeners. The program includes music, a sound demonstration, and other entertainment designed to show advantages of frequency modulation. A salute is made to all who have become FM owners since the preceding broadcast, and they are mentioned by name.

Market News on FM

LATEST MARKET QUOTATIONS will be given daily via FM beginning Monday, June 2, according to an agreement reached May 28 between John Shepard 3d, president of Yankee Network, and the U. S. Department of Agriculture. The program, heard daily except Sunday 6:15-30 a.m. gives up-to-the-minute information on agriculture and its various angles. Charles E. Eschbach, director of the New England Radio News Service for the Department, will handle the broadcast.

REL

FM's PIONEER MANUFACTURER

Are You Substituting Experimenting For Experience?

REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

NEW PAPER BLANK ANNOUNCED BY RCA

RCA RESEARCH LABS. announces a new 16-inch, fire-resistant paper-core recording blank for reference broadcast use, according to W. W. Early, RCA Victor manager of recording and record sales. The new disc is claimed to be thinner and lighter than the aluminum-core blank previously used.

Pointing to development of the paper-core disc as a means of supplanting aluminum supplies needed for defense, he said the new recording blanks are being sold at half the price of the former type. The new 16-inch blank also supplements the smaller paper-core blanks previously announced by RCA Victor for use in studio and home recording.

"Many months of research preceded the perfection of the special type of paper used in the core," Mr. Early stated. "The result is an amazing flexibility which prevents warping and allows the disc to flatten out at the mere pressure of the cutting head."

Press-Radio Race

THIS newspaper-radio issue is beginning to involve personalities. Van Patrick, 221-pound sportscaster of WHBF, Rock Island, Ill., and Lynn Calaway, sports editor of the *Moline Dispatch*, recently took a friendly feud to the cinder path. In a 100-yard dash preceding a Moline-Springfield baseball game, Patrick skimmed in in 13 seconds flat to win. Both are former college dash men, Patrick of Texas Christian U and Calaway of Drake. Incidentally, radio fans got a very "panty" broadcast of the first few innings of the game that followed.

GUEST OF HONOR at WCCO's second anniversary for its *Saturday Open House* feature was lovely Eva Brunson, queen of the Minneapolis Aquatennial, slicing the birthday cake under the watchful eye of Clellan Card, m.c. of the 45-minute variety show which plays weekly to a studio audience of 450 housewives. Current sponsors, among them Kre-Mel, Vel and Tootsie Rolls, sent telegrams of congratulation for the May 24 broadcast and furnished samples to the birthday program audience.

CAUGHT BY PLANE

FCC Tracks Down Operator of Illegal Station

NEW METHOD of apprehending an operator of an illegal transmitter was described by the FCC in a June 4 announcement of the capture of an unlicensed operator who had been broadcasting under the name of "Fritz" and who had persistently defied the Government to catch him.

A specially-equipped airplane coordinated with ground mobile radio units to enable the authorities to use recently-perfected direction finding equipment to locate the illegal broadcaster at a dwelling in Haydenville, Mass. This, the FCC reports, is the first time aircraft has been used in the search for unauthorized transmissions. The plane was loaned by the Connecticut State Board of Aeronautics and was operated by a member of the FCC defense monitoring staff.

Arrested and sent to Boston in custody in default of $5,000 bail, the operator identified himself as Stanley W. Magdelensky. Under his assumed name "Fritz", Magdalensky had frequently defied the authorities and indulged in long conversations with amateur operators, a factor that aided in his capture. In his broadcasts he claimed to be transmitting from a ship "not far out of Boston."

Electronic Arts Topic Of RCA Dealer Session

THE FUTURE of electronic arts such as radio, television and facsimile is the main subject of discussion at the second annual convention of RCA tube and equipment distributors, being held this week at the Hotel Morrison along with the National Radio Parts show June 11.

Among the RCA personalities addressing the convention are E. W. Engstrom, director of research at the RCA Research Labs.; Dr. V. K. Zworykin, associate director of research; Mac C. Batsel, director of the sound research laboratories; Dr. G. R. Shaw and Dr. Drayton C. Ulrey of the Harrison, N. J., tube research laboratories; Henry C. Bonfig, RCA commercial vice-president, and Thomas F. Joyce, vice-president and advertising director.

AFM Reversal Affirmed

PENNSYLVANIA SUPREME COURT by refusing to entertain an appeal by Local 77, Philadelphia local of the American Federation of Musicians, upheld a lower court decision directing the union to reimburse three members for loss of pay resulting from disciplinary measures. The three musicians were accused of working for less than the union scale at the Carman Theatre and eventually expelled for defaulting $100 fines.

New Talent Firm

SCRIPT & RADIO TALENT, a new organization devoted to the servicing of agency radio departments, has been formed by Lewis Herman, formerly scriptwriter of Ruthrauff & Ryan, Chicago, and Seymour Keating, formerly radio director of B. G. Feldman Adv. Agency, Chicago. Address is 360 N. Michigan Ave., telephone is Dearborn 0351.

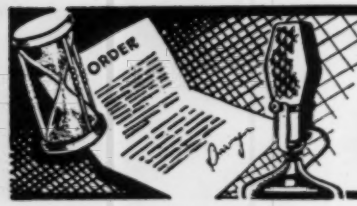
Signal Strength

Various factors govern the signal strength and coverage of a broadcasting station. Among these are design, height and insulation of the radiator. Because of the experience and researches of Blaw-Knox engineers in dealing with these problems, covering the entire history of radio, Blaw-Knox Vertical Radiators will enhance the efficiency of any station. We will be glad to make our experience and facilities available to you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
GraybaR
ELECTRIC COMPANY



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSO-KRNT, Des Moines

Associated Serum Producers, Omaha, *sa* series, thru Fairall & Co., Des Moines.
Nash Kelvinator Corp., Kenosha, Wis., *ta* series, thru Geyer, Cornell & Newell, N. Y.
Chrysler Corp., Detroit (Plymouth), *sa* series, thru J. Stirling Getchell Inc., N. Y.
Wm. Wrigley Jr. Co., Chicago, *sa* series, thru Vanderbie & Rubens, Chicago.
Packard Motor Car Co., Detroit, *ta* series, thru Young & Rubicam, N. Y.
United Drug Co., Boston, *t* series, thru Street & Finney, Boston.
Chicago, Milwaukee, St. Paul & Pacific RR, Chicago, *ta* series, thru Roche, Williams & Cunnyngham, Chicago.
Pepsodent Co., Chicago, *sa* series, thru Lord & Thomas, Chicago.
Chocolate Products Co., Chicago, *sa* series, thru McCord Co., Minneapolis.
Geppert Studios, Des Moines, *sa* series, thru Cary-Ainsworth, Des Moines.
Socony Vacuum Oil Co., New York, *sp* series, thru J. Stirling Getchell Inc., N. Y.
Nu-Way Mfg. Co., Des Moines (hot water heater), *sp* series, thru Paul Grant Adv. Agency, Chicago.
Carey Salt Co., Hutchinson, Kan., *sa* series, thru McJunkin Adv. Co., Chicago.
Crescent Macaroni Co., Davenport, Ia., *sp* series, thru Walter E. Battenfield Co., Des Moines.

WFIL, Philadelphia

Procter & Gamble Co., Cincinnati (*Duz*), 4 *sa* weekly, thru Compton Adv., N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 2 *sa* weekly, thru Aitken-Kynett, Philadelphia.
Beech-Nut Packing Co., Canajoharie, N. Y. (Beechies), 7 *ta* weekly, thru Newell-Emmett Co., N. Y.
Carter Products, New York (Arrid) 4 *ta* weekly, thru Small & Seiffer, N. Y.
Gardner Nursery Co., Osage, Ia. (nursery), 4 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

WOR, New York

Davega City Radio, New York, 2 *sp* weekly, thru Publishers Service Co., N. Y.
Mohawk Bedding Co., Chicago, 3 *sp* weekly, thru Schwimmer & Scott, Chicago.
North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Newspaper *PM*, Brooklyn, 4 *sp* weekly, thru Harry A. Berk, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy, gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.

KOA, Denver

Hamilton Furs, Denver, 2 *sa* weekly, thru Robertson Adv. Agency, Denver.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), *sa* weekly, thru Ward-Wheelock Co., Philadelphia.
Kerr Glass Mfg. Corp., Los Angeles (glass jars), 5 *sa* weekly, thru Raymond R. Morgan Co., Los Angeles.
Rit Products Corp., Chicago (Rit dyes), 11 *sa* weekly, thru Earle Ludgin Inc., Chicago.

KFI, Los Angeles

Bank of America National Trust & Savings Assn., San Francisco (investments), weekly *sa*, thru Charles Stuart Adv. Agency, San Francisco.
Macfadden Publications, New York (*Liberty* magazine), weekly *sp*, thru Erwin, Wasey & Co., N. Y.

WMAQ, Chicago

American Chicle Co., Long Island (Dentyne gum), 6 *sp* weekly, 13 weeks, thru Badger, Browning & Hersey, N. Y.

WNAC, Boston

MacFadden Publications, New York (*True Story* Magazine), 8 *sa*, 26 *ta* weekly, thru Arthur Kudner, Inc., N. Y.

WNEW, New York

Procter & Gamble Co., Cincinnati (Camay soap), 3 *sp* weekly, 52 weeks, thru Pedlar & Ryan, N. Y.
Columbian Protective Assn., New York (insurance), 6 *sp*, *t* weekly, thru Lahn & Co., N. Y.
American Acceptance Corp., New York, 4 *sp*, *t* weekly, direct.
Parfum L'Orle, New York, 3 *sa* weekly, 13 weeks, thru Jasper, Lynch & Fishel, N. Y.
Philco Distributors, New York (radios), 25 *sa* weekly, 13 weeks, thru Sternfield-Godley, N. Y.
Virginia Dare Extract Co., Brooklyn, 6 *sa* weekly, thru Clements Co., Phila.
Kent Stores, New York, 3 *sp* weekly, thru S. R. Leon Agency, N. Y.

WHBI, Newark

General Electric Co., Newark (refrigerators), weekly *sp*, 13 weeks, direct.
Romanoff Caviar Co., New York (French Kettle Onion soup), 6 *sa* weekly, 13 weeks, thru Piedmont Adv., N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 6 *sa* weekly, 13 weeks, thru Vanderbie & Rubens, N. Y.
Westinghouse Mfg. & Electric Co., Newark (local distributors), weekly *sp*, 13 weeks, direct.
Konga Beverages, New York, 8 *sa* weekly, 13 weeks, thru Brenallen Co., N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 6 *sa* weekly, 13 weeks, thru DBDO, N. Y.

KNX, Hollywood

Brock & Co., Los Angeles (jewelry chain), 6 *sp* weekly, thru Hixson-O'Donnell Adv., Los Angeles.
Western Federal Savings & Loan Assoc., Los Angeles (investments), 3 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
California Spray Chemical Co., Richmond, Cal. (bug spray), 7 *sa* weekly, thru Long Adv. Service, San Jose, Cal.
Chris. Hansen's Labs., Little Falls, N. Y. (Junket dessert), 6 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

WAPI, Birmingham

Daytona Beach, Fla. (resort), 3 *sa* weekly, thru Mark Byron Inc., Miami.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), *sa* series, thru Mitchell-Faust Adv. Agency, Chicago.
Manhattan Soap Co., New York (Sweetheart Soap), 6 *sp* weekly, thru Franklin Bruck Adv. Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (Crown gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.

WOAI, San Antonio

Gulf Oil Corp., Houston, 2 *t* weekly, thru Young & Rubicam, N. Y.
Goodyear Tire & Rubber Co., Akron, 4 *sp* weekly, thru N. W. Ayer & Sons, N. Y.
Welch Grape Juice Co., Westfield, N. Y., *t* weekly, thru H. W. Kastor & Sons, Chicago.
Packard Motor Car Co., Detroit, 6 *ta* weekly, thru Young & Rubicam, N. Y.

WEAF, New York

American Chicle Co., Long Island City (Chiclets), 3 *sp* weekly, 13 weeks, thru Badger, Browning & Hersey, N. Y.

KFBK, Sacramento, Cal.

Chr. Hansens Labs., Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Crown Products Corp., San Francisco (Sanicior cleaner), 7 *sp* weekly, thru Diamond Adv. Agency, San Francisco.
General Mills, Minneapolis (Cheerl Oats), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Willys Overland Motors, Toledo (autos), 7 *sa* weekly, thru Stack-Goble Adv. Agency, Chicago.
Unacal Products, Los Angeles (Bif), 3 *ta* weekly, thru Lord & Thomas, Los Angeles.

KINY, Juneau, Alaska

R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Great Northern Railway Co., 3 *sa* weekly, direct.

KHJ, Los Angeles

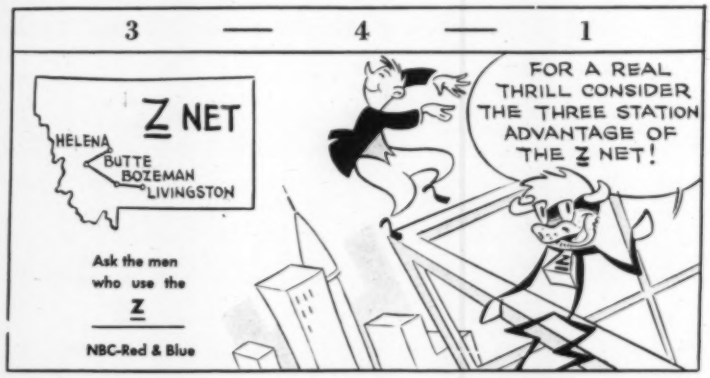
Fifth Street Store, Los Angeles (retail), 30 *sa*, thru The Mayers Co., Los Angeles.
Gallo Wine Co., Modesto, Cal. (wines), 30 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.

Canada Board May Act On Treaty Boost Pleas

WHETHER Canadian broadcasters will be allowed to increase power to the full extent of the Havana Treaty regulations may be decided at the June 8-10 meeting of the board of governors of the Canadian Broadcasting Corp., at Ottawa. The subject of a change in CBC policy as regards power increases for Canadian stations beyond 1,000 watts is on the agenda. Canadian broadcasters have asked the CBC board to implement treaty power regulations for Canadian stations lest they lose rights on their channels.

It is understood that officials of the Radio Branch, Department of Transport, are in agreement with private broadcasters that Canada should occupy its frequencies under the Havana Treaty with maximum allotted power. Private broadcasters, represented by the Canadian Assn. of Broadcasters, last appeared on this subject before the CBC board March 24. At that time the board took the matter under advisement and a ruling is expected at the present board meeting.

BASH RADIO PRODUCTIONS, New York, has moved to 17 E. 45th St. Telephone number is Murrayhill 2-8877.



SPONSORS SUPPORT SERVICE CAMPAIGN

RADIO sponsors are overwhelmingly backing United Service Organizations drive for funds to provide recreational facilities for men in the armed services, according to Joseph R. Busk, vice-president of Ruthrauff & Ryan, New York, and chairman of the radio advertising committee of USO.

The opening USO radio drive got under way on June 3 with a special broadcast on CBS, NBC-Blue and MBS under direction of Edward Longstreth, radio director of Colgate - Palmolive - Peet Co., Jersey City.

Blackett-Sample-Hummert, New York, through Frank and Anne Hummert, announces that all B-S-H shows will carry USO announcements during the drive. On some of the B-S-H shows, announcements will be substituted for regular commercials, while on the serials USO plugs are being woven into the dialogue.

The USO radio committee has requested two ore more plugs from each sponsored program during the four weeks of June, when the actual drive for funds takes place.

Members of the radio committee are: Joseph R. Busk, chairman; Maurice Bent, vice-president, Blackett-Sample-Hummert, New York; Caldwell S. Swanson, J. Walter Thompson Co., New York; Gregory Williamson, radio director, Pedlar & Ryan, New York; James Gamble Rogers, vice-president, Benton & Bowles. Jesse Butcher is USO radio director with offices in the Empire State Bldg., New York.

Exchanging of Programs Between U. S. and Canada Shows Decline in Year

SOME 36,500 programs covering more than 12,000 hours were presented by the Canadian Broadcasting Corp. during the 1940-41 fiscal year ended March 31, 1941, according to figures released by the CBC Station Relations Department at Toronto. These totals amount to 33 hours of unduplicated network programs every day.

A considerable decrease in international exchange programs between the CBC and United States networks took place during the past year, the drop being from 30% of the entire CBC schedule in 1939-40 to 20% in 1940-41. The number of programs sent to the United States networks by the CBC also decreased. On the other hand, exchanges between the CBC and the BBC have greatly increased, more than 700 hours of CBC schedules last year originating overseas, with the CBC sending back 70 hours of recorded programs.

Roughly 600 hours of special war broadcasts were aired over the CBC networks during the past fiscal year, with slightly more than half originated by the CBC and the balance by the BBC. With Canadian contingents overseas, greater stress was laid on programs intended to serve as links between the Canadian forces and their families and friends at home. The CBC has maintained an Overseas Unit with recording car in Great Britain since early in the war.

Radio Advertisers

THOMPSON DISTRIBUTING Co., Hammond, Ind. (Watawax), new to radio, on May 19, started a thrice-weekly quarter-hour program, *Sunshine Jubilee*, on WJJD, Chicago. Gerber Adv. Agency, Chicago, placed the account. Martin Auto Parts Co., Chicago, on May 13 started a 52-week schedule of six-weekly early morning half-hour programs featuring John Kirby, guitar-vocalist, news, time signals and weather reports. Byrne Adv. Agency, Chicago, handles the account.

ADOHR MILK FARMS, Los Angeles, consistent users of Southern California radio, on June 4 started a thrice-weekly quarter-hour program, *Press Room*, on KHJ, Los Angeles. Contract is for 13 weeks. A newscast, format of show is based on an informal discussion of current events with Charles Arlington, James Doyle and Norman Nesbit as commentators, and L. M. Rutherford, news editor. Agency is Lord & Thomas, Los Angeles.

PERSONAL FINANCE Co., Los Angeles, on May 25 started sponsoring for 52 weeks a weekly half-hour musical program titled *Paradise Isle* on two Don Lee California network stations (KHJ KFRC). Series features Hawaiian music and poetry readings with Tony LeFrano as narrator. Jim Bloodworth is writer-producer of the show, which originates at KHJ, Los Angeles. Anderson, Davis & Platte, that city, has the account.

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water), out of radio for two years, on May 26 started participation six times weekly in the quarter-hour programs, *Housewives Protective League* and *Sunrise Salute*, on KNX, Hollywood. Contract is for 13 weeks. Firm plans extension throughout Southern California. Agency is McCarty Co., Los Angeles.

TOFFENETTI RESTAURANTS, New York, the last week in May started a 26-week schedule of seven-weekly quarter-hour programs on WMCA, same city. Series, presented Monday through Saturday 5-5:15 and Sundays 1:15-1:30 p.m., features music, news and sport reports. Agency is C. Wendel Muench & Co., Chicago.

HOUSEHOLD FINANCE Corp., Chicago, on May 26 started a six-week schedule of twice-weekly one-minute transcribed announcements on WWJ, Detroit. Effective July 7, schedule will be increased to five-weekly. Contract runs to July 3, 1942. Agency is BBDO, Chicago.

ICE CREAM PRODUCTS Inc., Chicago (Frizz), on June 2 started a series of 10-weekly one-minute transcribed *Frizz Kids* jingle announcements on WMAQ and three-weekly on WENR, Chicago. Contracts are for 13 weeks. Agency is BBDO, Chicago.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

FRATERNITY MEN, all members of Sigma Nu, are these three radio personages—(l to r) Ed Kobak, NBC-Blue vice-president, who was a "Snake" at Georgia Tech; Lee B. Wailes, general manager of Westinghouse Radio Stations, at Bethany, West Virginia; William C. Hedges, NBC vice-president in charge of station relations, at the U of Chicago. Photo taken at the St. Louis convention last month.

JM Test in East

JOHNS MANVILLE Co., New York (building materials), as a test in the East, has added WFBL, Syracuse, to the stations carrying *Your Neighbor Talks*, a quarter-hour Sunday program in which a Johns Manville insulated home is visited and the owner interviewed. In the West, program is heard on KSB, Sacramento; KMJ, Fresno; KOY, Phoenix; KWG, Stockton, Cal. J. Walter Thompson Co., New York, is agency.

MIDWEST and MASTER MOTOR Co., Chicago (used cars), on June 4 started a series of six-weekly quarter-hour participation programs on the *Night Watch* on WIND, Gary, Ind. Account was placed direct.

CANADIAN CHEWING GUM Co., Toronto (Chiclets, Dentyne) on June 2, started five-minute studio musical program six days weekly on CFRB, Toronto. Account was placed by Baker Adv. Agency, Toronto.

UNION LIFE INSURANCE Co., Chicago, on June 2 started seven-weekly quarter-hour participation programs on the *Suppertime Frolic* on WJJD, Chicago. Account was placed direct.

RUSSELL-MILLER MILLING Co., Minneapolis (Occident Family Flour), consistent user of national spot radio, has purchased all outstanding capital stock of Standard-Tilton Milling Co., St. Louis.

ATLAS BREWING Co., Chicago (beer), on June 7 started a 13-week schedule of six-weekly announcements on WBBM, Chicago. Craig Dennison & Co., Chicago, is the agency.

PEPSI-COLA Co., Des Moines, is currently running a 26-week schedule of 18-weekly spot announcements on KSO, same city. Agency is Cary-Ainsworth, Des Moines.

FIRE UNDERWRITERS PLAN RADIO AWARD

THE RADIO STATION and the newspaper which performs the most meritorious service within its field during the coming year in the cause of fire prevention and fire protection, will receive an award by the National Board of Fire Underwriters, in connection with its "National Defense Through Fire Defense" campaign.

The awards, "offered in order to give tangible public recognition to those organizations and institutions which are already carrying on such effective work in fireproofing America," will be in the form of gold medals, and the newspaper and station to receive them will be selected upon the judgment of committees consisting of fire prevention experts and "men of recognized standing in the press and radio".

One of the awards will be known as the National Board of Fire Underwriters' Radio Award, and the other as the National Board of Fire Underwriters' Newspaper Award. The period for which they will be made ends May 1, 1942.

WALB Inauguration

FEATURING President Roosevelt's Fireside Chat of May 27 as the inaugural program, WALB, Albany, Ga., went into operation with 1,000 watts fulltime on 1590 kc. Ed Lord, formerly of WFMJ, Youngstown, O., is general manager of the new outlet which was authorized last June 25 to the *Albany Herald* to operate as a 1,000-watt daytime station on 1230 kc. Under the Havana Treaty, WALB gained fulltime operation on 1590 kc. Station is the 178th affiliate of MBS.

A LOT OF CHIPS
WBNS SPOTS SOLD 7 TONS OF POTATO CHIPS FOR KUEHMANN'S!
COLUMBUS
THAT'S A LOT OF CHIPS BUT YOU GET A LOT OF RESULTS
USING WBNS
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US!!

WJSV
50,000 WATTS
WASHINGTON, D.C.
CBS

The spot advertiser's preference in the nation's wealthiest per capita market

Ask any Radio Sales office for more information about WJSV, one of the sixteen CBS 50,000 watt stations.

Rubicam

(*Continued from page 12*)

In Britain, the government uses advertising for such odd and diversified jobs as collecting binoculars from the public for home defense, mobilizing skilled workers for specific assignments, selling government savings bonds, educating the public to the value of products which are plentiful as against those which are scarce.

Industry has found that when it is forced to find a substitute it often finds something which does the job better. Out of this war are bound to come new products, great technical advances—and many of them full of news, tremendously interesting news, which advertising can pass on.

Many a new great advertised name should emerge from this war. Certainly some of the old ones will leave us. The record of the last war shows that some who stopped advertising because they had no immediate sales problem, woke up to find that some new firm had taken their market away.

People who are considering the launching of new advertised products have in their favor the powerful fact that buying power in this country is greater than it has been in many years, and that millions of people, having marginal incomes for the first time, are forming new brand preferences. Some of the greatest brand names in advertising were first launched in war times.

THERE WAS A HAND for all concerned at the recent Los Angeles Advertising Club elections when Tracy Moore, NBC-Blue western division sales manager, was unanimously nominated president of the organization. Mutual congratulations are exchanged by (l to r) William T. Pickering, president of Heintz Pickering & Co., and first vice-president of the club; Tracy Moore; Charles Levitt, president of agency bearing his name and secretary-treasurer of the club; Fred J. Tabery, executive vice-president of Menard & Tabery, elected second vice-president.

Perhaps the loss of export markets for farm products provides an outstanding example of a chance to make a virtue of necessity. Millions of persons are going to have billions more dollars to spend in this country. Those millions of persons are going to take more and better things into their lives, including food. This may well be a practical chance to sell much of our farm surplus to our own people.

More Money for Farmers

On the other side of the picture, we know that farm incomes are going to rise because at present the government favors allowing farm prices to rise moderately. This means that there will be a farm market for manufactured goods far in excess of anything we have seen recently. What advertisers are going to make a determined bid for this market?

The tourist business is another example. When travel to Europe was cut off, a market of 140 million dollars a year was dumped into the lap of America's vacation resorts. But this is a very perishable market. People do not have to spend money on travel. The tourist is "a frame of mind"—and advertising can put people in that frame of mind.

If we get in this war ourselves, there is one thing I certainly hope advertisers will not do—and that is let fear dictate their decisions and lead them to cancel legitimate advertising, advertising that can be productive in an expanding market and help them to do a bigger business to meet bigger taxes.

Let me read you an interesting account of what happened to advertising in England when war was declared in 1939. I am quoting Cecil Chisholm, chairman and editorial director of Business Publications Ltd.: "The first phase was almost chaotic. Some agents took the majority of their clients out of the newspapers and periodicals. Volume of press advertising fell around 50%, posters to 20%. In excuse it may be said we expected London to be bombed night and day from the word "go" . . . One reason for the collapse of advertising was the lack of leadership.

"At the end of the first September, not a single bomb had been dropped on London. Business men drew breath again. Courage gradually returned. But that was only half the reason for the return of the advertiser. The other was more obvious. Advertisers found that turnover dropped when advertising stopped. Then they discovered that sales increased when advertising was renewed. The effects of advertising's power was never more pointed."

Closer to Canada

Of course, England's position as the island fortress, the battleground of democracy, is entirely different from our own. Taxes and government regulations are fearsome things, but they can hardly take the place of high explosives and fire bombs, and even our own participation in a war would hardly bring conditions comparable to England's.

Our position is much closer to Canada's, and we can take heart from what has happened in Canada since the war began.

Not only has advertising not declined under the impact of war; but, generally speaking, it has actually increased.

And even in England under today's horrible conditions, advertising is still a going institution. One of the largest American agencies, with offices there, was in the black for the year 1940, and is still in the black for the year 1941. This agency is doing half the volume that it did in its peak year—almost a miracle under the conditions. And this miracle is being worked without benefit of Government advertising, of which the agency, being American, gets none.

Speaking of Canada a moment ago reminds me that in Canada automobile sales in the first quarter of 1941 are 24% ahead of 1940. And used car sales are 37% ahead. That is in spite of colossal income taxes, taxes on the cars themselves, and gasoline at 31 cents a gallon.

And speaking of automobiles re-

Song Censor

WDAS, Philadelphia, has designated Announcer Larry Thomas as "song censor" to meet the objections of church organizations against the singing of torch and suggestive songs by youngsters on kiddies programs. In addition to the clearance of titles, Thomas will pass on the song lyrics, eliminating those numbers from the broadcasts that are too "worldly" and "sophisticated" for youngsters to sing.

HAVE YOU TRIED THE NEW PRESTO GLASS "Q" DISC

A heavy plate glass base coated with the famous Presto "Q" compound . . . smoother . . . flatter . . . more uniform in thickness than any metal base recording blank.

Made heavier (3/32") for added durability. Handle it like any transcription.

Has 2 standard holes for the turntable shaft and the drive pin that prevents slippage of the disc or cutting mechanism.

Made in the new Presto $250,000 disc plant. Now ready for you in the 12" and 16" sizes. Immediate shipment, any quantity.

Phone your radio distributor for new net prices to radio stations and studios.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

"Say, brother, you need a directional—like WFDF Flint, Michigan has on 910 kilocycles with 1000 watts."

minds me that the automobile industry is one of those whose consumer activities is most likely to be heavily affected by the defense program and by war. To what extent should an industry advertise, or be permitted to advertise, as its production is cut, as its selling problem disappears?

Well, what good is a company's plant capacity going to be if—when the company is finished with Government work—when it is free to go ahead and make consumer goods in plenty—what good will that capacity be if the company has lost its standing with the public, if the public has forgotten it, if the value of its name is lost? The government can give a company back its plant capacity, but cannot give back a lost consumer demand. A wise and just judgment is not only going to admit the right of a company to keep alive its goodwill, but is going to want that goodwill kept alive for the sake of business after the war.

Consumer Is Boss

A few moments ago I said I hoped that if we get into this war advertisers and advertising men would not, through fear, withdraw legitimate advertising from its legitimate work.

I hope just as earnestly that advertisers and advertising men will not ask advertising to do illegitimate work in this emergency.

I hope that no advertising salesman and no advertising agent urges any advertiser to increase or maintain his advertising because he can avoid taxes by so doing. I hope as hard as I hope anything in connection with our business, that we rise above this. It is a bad reason, and it is a bad attitdue. It will injure the standing of advertising, of all those who use it and produce it, and will only hurt its future.

I hope that advertising men will discourage the use of advertising to help make possible unwarranted price increases, to aid or misrepresent unwarranted substitution.

I hope advertising will recognize that in the long run the consumer is its boss. Advertising, as an institution, cannot meet the criticisms or prejudices of every consumer or every consumer group. Advertising, as an institution, cannot eradicate the offenses of every advertiser or every campaign.

But advertising as a whole can perform for the American public, in war and in peace, a great and diversified service of inducing beneficial mass action—and can perform this irreplaceable service in the only way befitting democracy in a modern world.

The future of advertising is the future of business. The future of business is the future of freedom. The future of freedom is what we make it by our use of it.

IN APPRECIATION of the oil company's contribution to the Motion Picture Relief Fund during the last three years, Jean Hersholt (right), MPRF president, presents a silver plaque to Col. J. Frank Drake, president of Gulf Oil Corp., sponsor of the *Gulf Screen Guild Theatre* on CBS. In three years the company has paid in $800,000 to the Fund. In presentation group are (l to r) Tom Lewis, manager of the Young & Rubicam radio staff; Sigurd S. Larmon, Y & R v.-p.; Col. Drake, Mr. Hersholt.

N. Y. School Proposal Covers Program Study

BECAUSE RADIO has become such an important educational factor in New York City schools, the Board of Superintendents has adopted a set of regulations to prevent school children from being influenced by radio propaganda and to teach them the proper evaluation of broadcasts.

The board has recommended that a Teacher's Committee prepare a list of recommended programs, by age groups. Teachers then can report to the radio committee any broadcast considered undesirable.

The regulations also provide that as the pupils mature, they should be taught to determine such questions as "Who are the sponsors of the program", and "what purpose have they in mind?", "are the statements made as facts, or are they matters of opinion?", "are all sides of the question given or only one?", "how can facts be checked, and how can different points of view be learned?"

WGNY, Newburgh, N. Y., was authorized June 3 by the FCC to shift from 1250 to 1220 kc. and increase power from 250 to 1,000 watts, daytime only.

PENN STATE WINS KEN DYKE'S AWARD

FIRST ANNUAL AWARD of the Ken R. Dyke Trophy among the Chapters of the national advertising and marketing fraternity, Alpha Sigma Delta, was won by Benjamin Franklin chapter of Pennsylvania State College. In addition to the trophy, presented by Mr. Dyke, NBC sales promotion manager and national president of the fraternity, the winning chapter received a $100 cash prize awarded by *Printer's Ink* which also awarded $50 second prize to George Hatchkiss chapter of New York U.

The winning chapter submitted an advertising plan for Spic 'n' Span cleaner in which package change was recommended and various media suggested after actual surveys among housewives and retailers and research on market area and sales statistics were made.

The judges were Ralph Starr Butler, vice-president, General Foods Corp.; Richard Compton, president, Compton Adv. New York; Roy Dickinson, president, *Printer's Ink* Publications; Mark O'Dea, president, O'Dea, Sheldon & Canaday, New York, and Mr. Dyke.

. . . is the Meat of the Nut Already Cracked by WTAG

Farsighted drug and food advertisers are capitalizing on this market of a million individuals, who represent many thousands of well paid industrial workers in 500 different industries. By using one station — WTAG — these aggressive advertisers reach all of Central New England with one appropriation. Why force yourself to crack a nut?

WTAG
WORCESTER

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

Agencies

CECIL SECREST, formerly script editor of Ted Bates Inc., New York, has joined the staff of Bundles for Britain as head of radio publicity.

ROSS ROY Inc., national agency, recently opened a branch office in Seattle. Kirby Torrence of the Kirby Torrence Agency, is in charge. Offices are in the White-Henry-Stuart Bldg. The office will serve Ross Roy clients in the Northwest.

BOB KESTEN, Toronto, freelance announcer and producer, formerly with CKGB, Timmins, Ont., on June 2 joined Ardiel Adv. Agency, Toronto, as an account executive.

CAROLE BRONNER, formerly of KGIR, Butte, has joined Glasser-Gailey & Co., Los Angeles, as assistant copywriter.

EVERETT D. BIDDLE Advertising, Bloomington, Ill., has moved its offices to 205 American State Bank Bldg.; telephone, 231.

HORACE SCHWERIN, general manager and director of research of Raymond Spector Co., New York, on June 14 will marry Lorraine Roth at Hasbruck Heights, N. J.

VIRGINIA COOK, freelance writer, has joined the radio division of Walter K. Neill Inc., Los Angeles. Alva M. Johnson has been named secretary.

SEIDEL ADVERTISING Inc., Washington, on May 21 was incorporated under that name with Robert Seidel, president, radio director and talent buyer; Marinus Koster, vice-president, treasurer and space buyer; Harold Earl Seidel, secretary and office manager. The three, in addition to Curran de Bruler and Erwin H. Klaus, will serve as account executives.

FARAON JAY MOSS has severed relations with Faraon Jay Moss Inc., Hollywood advertising agency, to serve his national accounts in the health, lecture and mail-order fields. His offices are at 1462 North Stanley, Hollywood.

LOUIS R. WASEY, president of Erwin, Wasey & Co., New York, was awarded the degree of Doctor of Humane Letters (L.H.D.), at the 116th Commencement of Hobart College, Geneva, N. Y. He was graduated there with the class of 1906.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., has returned from Brookline, Mass., where he attended funeral of his father, Daniel J. Danker Sr.

EARLE LUDGIN Inc., Chicago, has moved its office to 121 W. Wacker Drive; telephone Franklin 1762.

Grant Drops Suit

GRANT ADV. Inc., Chicago, has dropped its suit against several West Coast theatres which had booked Lew Valentine, formerly vice-president of the agency and known as Dr. I. Q., a name taken from the Mars Inc., Chicago, candy firm, network show of the same name, when the show houses cancelled the bookings. Valentine was dropped as m.c of the radio series late in March, the role being taken over by James McClain, agency radio director. The agency still has a suit pending against the actor to enjoin him from use of the name.

John Otis Young

JOHN OTIS YOUNG, 59, president of the J. O. Young Adv. Agency, Kansas City, died May 26 of heart failure.

MIDGLEY, OF BBDO, JOINS CBS IN JULY

C. E. MIDGLEY, business manager of the radio department of BBDO, New York, on July 1 will join CBS as sales service manager, it was announced by William C. Gittinger, CBS vice-president in charge of sales.

Mr. Midgley

Mr. Midgley has been with BBDO since 1928 when he joined the agency as timebuyer. Before entering the agency field, he was associate editor of the *Perfumers' Journal*. A graduate of the Wharton School of Finance & Commerce, U of Pennsylvania, Mr. Midgley is a frequent lecturer at Wharton, and has conducted a number of courses in radio management at New York U.

At CBS, he will succeed Mr. Bernard J. Prockter, who resigned a few months ago to join the Biow Co., New York.

SCHOLARSHIP GROUP JOINS WLW STAFF

FOUR WINNERS of the annual WLW, Cincinnati, scholarships will join the station July 1. All are 1941 college graduates and for the first time since the scholarships were established three years ago, a girl, Beverly Ann Barnes, 21, of Sioux Falls, N. D., has been selected as one of the winners. She is graduating from Iowa State U.

The other three winners are John M. Hayes Jr., 22, of Worcester, Mass., who is graduating from Mass. State College; Lowell Watts, 21, of Timnath, Col., from Colorado State College, and William H. Hickman, 21, of near Kirwan, Kan., from Kansas State College.

Starting July 1, each of the winners will be given six months of extensive radio training at WLW. They will receive $20 weekly each, through Dec. 31, a total of $500.

Judges were staff executives of WLW with Program Director George Biggar as chairman. Members of the judging board were Cecil Carmichael, assistant to James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting; Harold Carr, production director; Lee House, continuity editor; Peter Grant, chief announcer; Ed Mason, farm program director; M. F. Allison, sales promotion manager and Joseph Ries, coordinator of defense broadcasts.

Bakery Serial

FEUCHTENBERGER BAKERIES, Bluefield, W. Va. (Butternut bread) is currently running *Forbidden Diary* series on WHIS, same city; WBTH, Williamson, W. Va. Nolde Brothers Bakery, Richmond, Va. (Nolde's bread) is using the same show on WRVA, same city; WTAR, Norfolk, WCHV, Charlottesville, Va.; WOPI, Bristol, Tenn. Series containing 130 quarter-hour episodes is produced by Frederic W. Ziv Inc., Cincinnati, and is being used on a three and five-weekly basis.

CRC Signs 8 Accounts For New Spot Campaigns

EIGHT NEW accounts were reported booked by the Columbia Recording Corp., Bridgeport. These include: Compania Tabacalera Cubana, S. A. (La Corona cigarettes), one-minute recordings in Spanish through Ruthrauff & Ryan, New York. Also through that agency, transcribed spots for Gunther Brewery, New York.

For Signal Oil Co., Los Angeles, CRC recorded five quarter-hour programs featuring Leland Stowe for use on the Don Lee network through Barton A. Stebbins Adv., Los Angeles; for Remington Rand, Buffalo, one-minute spot announcements through BBDO, New York; and for Procter & Gamble, Cincinnati (Chipso) announcements to supplement network coverage through Pedlar & Ryan, New York.

Other accounts include a special transcribed campaign for strawberry season canning for Sure-Jell, made by General Foods Corp., New York, and placed through Benton & Bowles, New York; and a new theme record for Procter & Gamble programs placed through Compton Adv., New York.

'Vox Pop' Plans

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 8 starts sponsoring *Vox Pop*, conducted by Parks Johnson and Wally Butterworth, on NBC-Blue, replacing Ben Bernie in the 9-9:30 p.m. spot. Under Bromo-Seltzer sponsorship, the show will be heard for eight weeks through August and September on both NBC-Blue and CBS, the CBS series starting Aug. 4, 8-8:30 p.m. The NBC-Blue show will replace the Bernie program, but not as a summer replacement, as reported in the June 2 BROADCASTING, and will conclude a two-month run on that network Sept. 26, on a 75-station hookup. CBS with its Sept. 29 program will begin carrying *Vox Pop* exclusively for Bromo-Seltzer, in October increasing the original 60-station list to 74, with addition of a West Coast repeat. Ruthrauff & Ryan is the Emerson Drug Co. agency.

FREDERIC W. ZIV Inc., Cincinnati, is producing a new transcribed musical comedy series featuring *The Korn Kobblers* with Allan Courtney as m.c. The act is under contract to Darryl Zanuck of 20th Century for a feature picture. Series will consist of 130 fifteen-minute shows. Initial list includes WJAS WAVE WFDF WCHS WSAZ WCMI WHIS WJLS WLOG WBTH WCOL KQV WMBS WMMN WHJB WAJR WFBG.

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

WLW's New Dept. Headed by Savage

Personnel Changes Are Made In Station Sales Division

CREATION of new production and Copy Department, in which all advertising and promotional material will be created and produced, features a new alignment of personnel in the sales division of WLW, Cincinnati, according to Robert E. Dunville, general sales manager of the broadcasting division of The Crosley Corp.

Mr. Savage

This new department will be headed by Robert Savage, who has been a member of the merchandising department for the last two years.

The station promotion department, which has been under the direction of William H. Oldham, has been eliminated entirely. Mr. Oldham has been elevated to head the grocery division in WLW's trade extension department.

Other Changes

All research work, which formerly came under Mr. Oldham's jurisdiction, now is combined with the merchandising department, headed by Miss Beulah Strawway. This division will be known in the future as the merchandising and research department.

Joe Bauer, WLW field representative at Columbus, is being transferred to the general office at Cincinnati to become an assistant to Miss Strawway in her merchandising activities, while Stewart Lewis, who has been a member of the research organization for some time, will be in charge of this work under Miss Strawway's direction.

Station promotion activities, formerly directed by Mr. Oldham, have been transferred to the sales promotion department, which now will be known simply as the promotion department. It will be headed by "Chick" Allison, a member of the WLW organization for six months, who will have as his assistant Richard A. Ruppert, sales promotion manager of WSAI for several years. J. E. Rudolph remains in charge of the drug division of the trade extension department.

Film Based on Serial

BREAKDOWN of a radio program, disclosing its many stages from inception in script form through final rehearsal is basis of the current Paramount Pictures two-reel film, titled "Your Favorite Program—Those We Love". Actual cast and engineering staff of *Those We Love*, sponsored by Procter & Gamble Co. (Teel, Drene) on 71 CBS stations, are featured, with Jimmie Fidler, Hollywood commentator, as narrator. Producing the film in conjunction with Paramount, is Ted Lloyd.

Aid to Baseball

PROOF that baseball broadcasts do not hurt the club's box office receipts was established last month in Hopkinsville, Ky., when Ernest Lackey, commercial manager of the local WHOP which carries the broadcasts and also assistant manager of the home town team, received from a listener a check equivalent to three admissions with the following notation: "Dutch (Mr. Lackey): I feel like I owe the club $1.05 for three nights' baseball entertainment over WHOP."

Radio Station Tax Opposed by AFRA

Talent Union Sees Danger to Broadcast Employment

VIGOROUS protest against the proposal of printers' unions to levy a tax on incomes of broadcast stations was voiced last Monday by the American Federation of Radio Artists in a telegram to Chairman Doughton (D-N. C.), of the House Ways & Means Committee.

The wire, signed by Emily Holt, AFRA national executive secretary, and George Heller, national associate executive secretary, followed action by the AFRA national board in voting to protest the proposal.

"We have entered into collective bargaining agreements for the employment of our members both on the networks and at independent stations," the wire stated. "It is our opinion that the employment of our members would be subjected to jeopardy if this tax were enacted. We see no justification whatever for imposing a discriminatory tax that affects radio employes only, and which is class legislation not directed against any industry other than that in which we are working."

The Ways & Means Committee, following several weeks of hearings on new taxes, last Monday started executive sessions to formulate the tax bill. Last Wednesday the Committee voted to rule out certain Treasury Department recommendations, among them the proposal to restrict the "normal profits" base for the excess profits tax to a ceiling of 10% on invested capital, rather than premising it on average earnings for the 1936-39 base period [BROADCASTING, May 26, June 2]. The tax bill is expected to be out of committee by July 1, and possibly sooner, according to present reports.

Standard Subscribers

STANDARD RADIO announces the following new and renewal subscribers to its transcription library service: WEEU, Reading, Pa.; WHDF, Calumet, Mich.; WISH, Indianapolis; WKWK, Wheeling; WSIX, Nashville; KJBS, San Francisco, WJLB, Detroit; WHBF, Rock Island, Ill.; WALB, Albany, Ga.; WOCB, Cape Cod, Mass.; WJJD, Chicago; KSWO, Lawton, Okla.; WNOE, New Orleans; KWFT, Wichita Falls, Texas; WCMI, Ashland, Ky.; VONF, St. John's, Newfoundland.

John Blair & Co. Names Holly Shively to Direct Creative Sales Service

HOLLY SHIVELY, formerly manager of Lord & Thomas' Chicago radio department, on June 1 joined John Blair & Co., station representative firm, in charge of a new station creative sales development, which will be expanded to all John Blair offices. Miss Shively will headquarter in Chicago but spent considerable time in the New York office.

Holly Shively

The new division, according to Mr. Blair, is designed to improve service to stations as well as agencies and advertisers. The first move will be a detailed study of each station by Miss Shively to provide more information to advertisers and agencies, and to set up a system of closer cooperation in developing new business and servicing present accounts.

Miss Shively is well acquainted with agencies' needs and by visiting each station will unify presentation of material. Stress will be laid on local programs built by stations. Before joining Lord & Thomas, Miss Shively had been director of publicity and special events for CBS, Chicago.

Grove Sales Expanding; More Radio Is Planned

GROVE LABS., St. Louis, consistent user of network and national spot radio, at the conclusion of its recent stockholder's meeting held recently, reported a sales increase of 11½% for the fiscal year ended April 30, 1941. Harry B. Goldsmith, president, announced that advertising plans for its leading product, Bromo Quinine, have been greatly augmented.

Two new products tested during the last year will be introduced. Radio, it is expected, will receive a large share of the expenditures. Agencies handling Grove products include: Russell M. Seeds Co., Chicago; J. Walter Thompson Co., New York; H. W. Kastor & Sons, Chicago.

Iowa Soap Spots

IOWA SOAP Co., Burlington, Ia. (sub. Iowa Soap Co., Camden, N. J.), is currently running a series of spot announcements on KMBC and WDAF, Kansas City, for its Magic Washer granulated soap. Station list will be expanded as distribution increases. Weston-Barnett Inc., Waterloo, Ia., placed the business. For Eastern radio placement by the James G. Lamb Co., Philadelphia, see BROADCASTING, May 5.

'F.O.B. Detroit' Shifts

CBS is moving the WJR sustaining show *F.O.B. Detroit*, now heard Saturday afternoons, to Fridays 7:30 to 8 p.m., starting June 13. The show is staged from the Scottish Rite theater in Detroit with a 33-piece studio orchestra under Samuel Benavie, the Don Large chorus of 16 voices and two guest soloists. Seventy-four CBS stations have been carrying the show.

KWKH
SHREVEPORT
LOUISIANA
covers* the
central southwest
50,000 Watts · CBS
A Shreveport Times Station
Represented by The Branham Co.
*425,683 Listening Families
CBS Audit-Nighttime Coverage

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH
of THE FORMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

SIX CUTS TO A PIE
IN NEW ENGLAND
ONE FOR EACH STATE
WMUR
MANCHESTER
610 Kc
FOR THAT LUSCIOUS
NEW HAMPSHIRE CUT
International Radio Sales, Rep.
R. C. Factor in Boston

What about WOL?
. . . its Washington's ORIGINAL and ONLY 24 Hour Station!
Get the facts from WOL— WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

EFFECTIVE BUYING INCOME PER CAPITA*

St. Petersburg	$859
Miami	786
Jacksonville	688
Tampa	654
U. S. Average	565

** Sales Management figures St. Petersburg is only part of the Tampa Bay Area —the "Class A" market covered completely and economically by WTSP.*

Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

WTSP

St. Petersburg TIMES Affiliate

A REGIONAL STATION

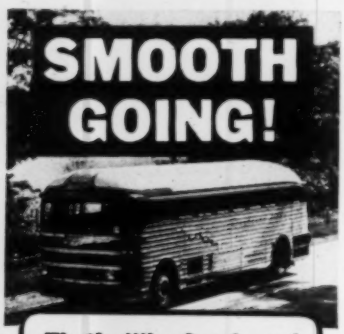
R. S. Stratton, Manager

St. Petersburg, Fla.

Represented by

Radio Advertising Corp.

New York • Cleveland • Chicago



That's Why Greyhound Uses Postal Telegraph

SMOOTH, speedy, friendly service! That's what Greyhound, world's greatest bus line, *gives*. And smooth, speedy friendly *telegraph* service is what Greyhound *gets*. Because Greyhound—like many of America's smartest business firms—uses Postal Telegraph exclusively.

This same superior, economical service can be yours too—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

Network Accounts

All time EDST unless otherwise indicated.

New Business

ADAM HAT STORES, New York, on June 6 started fight broadcasts on NBC-Blue, averaging about one fight weekly throughout the summer. Agency: Glicksman Adv. Co., N. Y.

UNION OIL CO. of CAL., Los Angeles, on June 16 starts for 13 weeks *William Winter*, news analyst, on 3 CBS California network stations (KNX KSFO KARM), Mon. thru Fri., 7:45-8 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

BOWEY's Inc., Chicago (Dari-Rich products), on May 31 started for 52 weeks *Stars Over Hollywood* on 45 CBS stations, Sat., 8:30-9 a.m. (PST) with West Coast rebroadcast 9:30-10 a.m. (PST). Agency: Sorenson & Co., Chicago.

PERSONAL FINANCE Co., Los Angeles, on May 25 started for 52 weeks *Paradise Isle* on 2 Don Lee California network stations (KHJ KFRC). Sun., 10:30-11 p.m. (PST). Agency: Anderson, Davis & Platte, Los Angeles.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on June 2 renewed *Al Pearce & His Gang* for 26 weeks on 79 CBS stations, Fri., 7:30-8 p.m. (EST), with West Coast rebroadcast 6:30-7 p.m. (PST). Program discontinued for 18 weeks starting May 30. Agency: Wm. Esty & Co., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap, cosmetics), on July 2 renews for 39 weeks the Wed. 8-8:30 p.m. period on 66 NBC-Red stations, at which time *The Thin Man* starts as summer replacement. Agency: Lennen & Mitchell, N. Y.

AMERICAN SAFETY RAZOR Co., Brooklyn (Gem), on June 10 renews for 13 weeks Wythe Williams' *As the Clock Strikes* on 99 MBS stations, 8-8:15 p.m., Mon. thru Fri. Agency: Federal Adv. Agency, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on July 6 renews for 13 weeks *Don't Be Personal*, on 7 CBS Pacific Coast network stations (KNX KARM KSFO KFPY KVI KIRO). Sun. 8:30-9 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on July 10 renews for 52 weeks *Cugat-Rhumba Review* on 75 NBC-Red stations and WRCA-WNBI, NBC short-wave stations, Thurs., 7:30-8 p.m. (also delayed broadcast to Honolulu and Cebu, Manila). Agency: Wm. Esty & Co., N. Y.

BRISTOL-MYERS Co., New York (Vitalis), on July 3 renews *Mr. District Attorney* on 67 NBC-Red stations for 52 weeks, Wed., 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

Network Changes

NATIONAL LEAD Co., San Francisco (Dutch Boy paint), on June 15 switches *Answer Auction* on 8 CBS Pacific Coast network stations (KNX KSFO KARM KROY KOIN KIRO KFPY KVI) from Thurs., 8:30-9 p.m. (PST) to Sun., 7:30-8 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

ROMA WINE Co., New York (wines), on May 29 replaced *What Do You Think* on 30 Don Lee stations, Mon., Wed., Fri., 6:45-7 p.m. (PST) with *Art Linkletter in Hollywood* on the same network, Sat., 9:15-9:45 p.m. (PST). Agency: Cesana & Associates, Hollywood.

BAYUK CIGAR Corp., Philadelphia, on June 16 switches *Inside of Sports* from 6 Don Lee California network stations, Tues., Thurs., Sat., 7:15-7:30 p.m. (PST), to 16 Don Lee California stations, Mon. thru Sat., 7:15-7:30 p.m. (PST). Agency: Ivey & Ellington, Philadelphia.

WHEELING STEEL Corp., Wheeling (institutional), on June 29 discontinues *Musical Steelmakers*, Sun., 5-5:30 p.m. on 91 MBS stations, to be resumed Oct. 5. Agency: Critchfield & Co., Chicago.

GLOBE-CHECKERS on a recent long distance mail pull contest conducted on the KNX, Hollywood, *Midnight-Merry-Go-Round*, sponsored by Grayson's, Los Angeles (retail chain), are (l to r) George Moskovics, CBS Pacific Coast sales promotion director; A. Ernest Bagge, CBS account executive; John Torrey, president of Torrey & Torrey Adv., Los Angeles, agency servicing the Grayson account. Nylon hose were offered to persons sending in cards from the greatest distance to the program. Notes came from the Philippines, Wake Island, Alaska and Australia.

Priority Not Vital In FM Production

Industry Says It Is Affected Less Than Other Lines

DENYING rumors that FM has been hit hardest of all radio branches by the curtailment of aluminum and other vital metals due to national defense, FM Broadcasters Inc. has issued a statement explaining that in all probability the output of FM receivers will be less affected than that of standard radio sets. "The only important use of aluminum in FM circuits is for condenser plates and when the necessity arises a suitable substitute can be utilized," FMBI declares.

Since a state of national emergency exists and since manufacturers will be able to secure only a limited amount of materials, the statement points out, "the set maker is therefore faced with one of two courses. He may continue to manufacture cheap AM sets in limited volume (because a restricted amount of raw materials is available) and receive only a small margin of profit; or he may utilize such material as he can secure to its best advantage by constructing modern, high-grade combination receivers that incorporate FM and bring him a greater dollar-for-dollar return because they give a greater dollar-for-dollar value.

"And that's just what the FM manufacturers are doing. Not a one plans to drop or postpone his plans for FM production."

Continental's Big Drive For Its Nth Motor Oil

CONTINENTAL OIL Co., New York, is introducing its new Conoco Nth motor oil with its greatest spot radio drive in the company's history. Company has placed, through Tracy-Locke-Dawson, New York, one-minute dramatized spot announcements on the following 178 stations 26-52 times for the month of June:

KTAR KGLU KVOA KYUM KYCA KWJB KFPW KLRA KTHS KGIW KVOD KOA KLZ KIUP KFXJ KOKO KGHF WOL KIDO KID KRLC KSEI KFXD KTFI KWAL WJBC WCAZ WDWS WDAN WSOY WGIL WEBQ WMBD WTAD WCBS WROK WTRC WGES WIND KRNT KSO WMT WNAX WOC KVFD KGLO KFNF KTSW KGGF KGNO KOAM KSAL WIBW KFBI KFH KALE KPLC KTBS KVOL WBAL WFBR WHDF WJMS WKZO WDMJ WKBZ KDAL WDSM WDGY WCCO WMFG KFVS WDAF KMBC WHB KFEQ KMOX KWOS KXOK KGBX WMBH KGHL KGIR KRBM KPFA KFBB KGEZ KGVO KGCX KMMJ KFAB KOIL WOW WJAG KGNF KGKY KAVE KOB KGGM KVSF KAWY KGFL WSOC WCNC WFNC WBIG WGBR WRAL WEED WMFD WSJS WFTC KFYR WDAY KLPM KASA KHBC WKY KADA KVSO KCRC KBIX KTOK KGFF KOME KVOO WCOS WSPA KOBH KGLO KSOO KRRC KBST KGKL KGNC KFYO KTSA KROD KNEL KRIS WFAA KRLD KPRC KTRH KFRO KNET KPLT KIUN KXOX WACO KWFT KSUB KVNT KLO KEUB KOVO KSL KDYL WSLS WDBJ WTAR WGH WRNL KHQ KUJ KPQ KIT WTAQ WKBH WIBA KDFN KFBC KVRS KWYO.

Test for Oaties

QUAKER OATS Co., Chicago, on May 14 started a 13-week test campaign of five-weekly quarter-hour live talent variety programs on WMBD, Peoria, Ill., promoting its new product Oaties, a ready-to-eat cereal. Series is titled *Quaker Mail Bag* with Milton Budd as m.c. Agency is Ruthrauff & Ryan, Chicago.

Vitamin Spots

ROYAL MFG. Co., Duquesne, Pa., through its newly-appointed agency, Hirshon-Garfield, New York, in the fall will test spot announcements in the New York area for its product, Saxon Vita-Pal vitamins, a vitamin capsule.

In the CONTROL ROOM

HAROLD (Patch) SWANSON, engineer of WJJD, Chicago, on June 14 is to marry Lucille Castello, of Chicago.

AL SPAN, CBS Hollywood sound effects engineer, is the father of a girl born May 26.

J. R. O'KELLY, of NBC Hollywood engineering staff, has returned after a seven-week leave of absence due to a broken jaw.

BRUCE DENNIS, formerly of Columbus, Miss., has joined the engineering staff of KFRO, Longview, Tex., succeeding Johnnie Dunn who has taken a Government radio post at Socrecco, N. M.

FRANCIS GARUFY, formerly of WNLC, New London, Conn., has replaced Charles Harrison at the transmitter of WOR, New York, in Carteret, N. J.

HENRY BRODERICK has been added to the engineering staff of WDRC, Hartford, and Fred Brill has been transferred from the control room to the Bloomfield transmitter.

WILLIAM P. GAINER, transmitter engineer of WISN, Milwaukee, and a lieutenant of the Naval Reserve, recently reported for active duty. A farewell stag was held in his honor at the Hotel Plankinton.

JACK MURCHISON, engineer of WGN, Chicago, and a member of the U. S. Naval Reserve, on June 10 reports to the Navy Radio School, Indianapolis. He is a seaman first class and will serve 3½ years.

J. ROBERT CROUSE, engineer at KFJZ, Ft. Worth, was called to active duty with the Navy May 26. He left for Charleston, S. C., where he will attend a three-month school.

CARROLL TIGNER, formerly of KNET, Palestine, Tex., has joined the engineering staff of KFJZ, Ft. Worth.

GENE RIDER, formerly chief engineer of WQAM, Miami, now radio engineer of CBS headquarters in New York, will marry Laura Ralph, a Powers model, next month.

BOBBY GREVEMBERG, engineer, and Dotty Griffin, secretary, both of WLW, Cincinnati, were married June 2.

RALPH INGRAHAM, of Manchester, N. H., has been named to the engineering staff of WDRC, Hartford.

D. D. KAHLE has been appointed to the KOA, Denver, engineering staff for summer relief duty.

HAROLD STEIN, Jack Neubauer and Fred Olinger have joined the engineering staff of KLZ, Denver.

THE Crosley international shortwave transmitter at Mason, O., WSXO, has applied to the FCC for authority to boost its power to 750,000 watts.

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
24-HOURS A DAY
EVERY DAY
Represented by Blair

MARKING ITS INCREASE to 50 kw., WPTF, Raleigh, N. C., was host to prominent figures from both the radio and political world. Assembled as the station assumed its new power are (front row, l to r): Mayor Graham Andrews of Raleigh; J. R. Weatherspoon, president and treasurer of the WPTF Radio Co.; D. E. Cozart, secretary of the station; William S. Hedges, v-p. in charge of stations for NBC; S. B. Cooley, vice-president of WPTF. Back row, Carl Goerch, WPTF commentator; Wade Galen, Raleigh representative of Westinghouse E. & M. Co., manufacturers of WPTF's 50 kw. equipment; Richard Mason, general manager of WPTF; Jack Field Jr., sales manager of the station; Sheldon B. Hickox, NBC station relations department; C. Terence Clyne, of the New York office of Free & Peters, national representatives of WPTF; Lewis H. Avery, Free & Peters, Chicago; E. T. Morris, Westinghouse.

Standard Oil of Indiana Plans New Quiz on Blue

STANDARD OIL Co. of Indiana, through McCann-Erickson, Chicago, on July 18 starts a 52-week schedule of weekly half-hour programs titled *Auction Quiz* on 49 NBC-Blue stations, Friday 7-7:30 p.m. (CDST). All Standard Oil products will be promoted.

A total of $590 will be given to participants on each week's program. Questions sent by listeners on blanks procured from Standard Oil dealers will be sold to the highest bidders in each audience.

The person making the final bid in the various categories has an opportunity of answering the question which is not revealed until that particular auction has ceased. Correct bidder receives full amount of his bid. The person submitting the question receives $5, as does his dealer. If contestant fails to answer the question correctly, the full amount of his bid goes to the person who sends in the question, plus an additional $5. If a question is valued at $100 and bidding stops at $75 the remaining $25 will be placed in a jack pot to be awarded to the person answering the last question of the evening.

Tincher to Cavalry

ROBERT TINCHER, vice-president and general manager of WNAX, Yankton, S. D., has been called to active duty with the Fourth Cavalry at Fort Meade, S. D. Mr. Tincher, who has been in the Cavalry reserve for five years, holds the rank of first lieutenant. He has been granted leave of absence from his radio duties. Prior to departure June 2, the staff held a banquet in his honor at which tables were arranged in the form of a T and decorated with military emblems. Mr. Tincher was presented with a portable radio.

Mr. Tincher

Sub for Fibber

S. C. JOHNSON & SONS, Racine, Wis. (Carnu), replaces *Fibber McGee & Molly* on 99 NBC-Red stations, Tuesday 9:30-10 p.m. (EDST) effective July 1 with a variety show featuring Ransom Sherman. Music will be furnished by Billy Mills' orchestra. Cecil Underwood, West Coast producer of the current series, will move to Chicago to supervise the new production. Contract is for 13 weeks. Agency is Needham, Louis & Brorby, Chicago.

Nedick's Buying

NEDICK'S STORES, New York (food and soft drink dispensaries), are using a daily quarter-hour of news and a quarter-hour of sports on WHN, New York, to advertise their five-cent orange drink fortified with vitamin B₁. Company will use radio in Washington and Philadelphia markets where it is opening additional units. Weiss & Geller, New York, is the agency.

DR. LUIS TRISMEGISTO JATOBA, Brazilian announcer of Radio Journal Do, Rio de Janeiro, has joined CBS.

CHANGE OF ADDRESS

As a preliminary to an increase in power to 50,000 watts to be effected shortly, Radio Station WINS has moved into new studios —the last word in technical design and layout, planned and furnished for high quality production with the very latest equipment...

28 WEST 44th STREET
NEW YORK, N.Y.
TELEPHONE: BRYANT 9-6000

WINS
Now 1000 on your dial
"Easy to remember, easy to dial"

Net Profits Shown In Report of FCC

Earnings Released as Senate Committee Begins Hearing

APPARENTLY timed to coincide with the opening of the Senate Interstate Commerce Committee hearings on the White inquiry resolution, the FCC May 31 for the first time disclosed the net profits earned by the major networks, based on 1940 data voluntarily supplied it by the industry.

The actual statistical tables [BROADCASTING, June 2] did not reveal the net profit figures, heretofore held confidential on the ground that the Commission was interested only in industry-wide calculations and would hold in confidence data indicating operations of individual entities.

Eleventh Hour

It was learned the data on net incomes were included in the release at the eleventh hour, though it did not show up in the actual fiscal tabulations. Of the business of the major networks, according to the announcement, NBC, with both the Red and Blue, amounted for $37,137,823 of total major network time sales of $71,919,428. It had a net profit of $3,918,772, including operation of its own stations during 1940.

CBS had a gross of $31,137,823, with a net profit of $5,006,634, including its own stations. MBS' share of the business was given as $3,600,161. This constituted a loss of $39,712 in its 1940 operations.

Artists Service Rumors Draw Denial From NBC

CONSISTENT reports last week that NBC and William Morris Agency had reached an agreement for the transfer of NBC Artists Service to William Morris were just as consistently denied by the officials of both NBC and the talent agency.

Following the CBS announcement of sale of its talent subsidiary, CBS Artists Bureau, to the Music Corp. of America, rumors were heard that NBC had likewise disposed of its talent bureau. NBC officially stated that "we have received a number of offers for the artists service, which are being considered, but no commitments have been made with any group nor any papers signed." Since then network executives have stood pat on that statement.

STATIONED at observation headquarters for Newark's recent blackout test on the 33d floor of the National Newark & Essex Bldg., a WOR crew broadcast the "air raid alert", "blackout" and "all clear" signals that set off local siren warnings. Gathered about the controls, center of four pickup points, are (l to r) Dave Driscoll, WOR director of special features and news; J. R. Poppele, WOR chief engineer; Gerald Gross, FCC assistant chief engineer for broadcasting; Charles Singer, WOR transmitter supervisor; Edmund Franke, WOR engineer.

Tests of Television Setups Are Made; Plans for July 1 Operation Uncertain

WHILE JULY 1—date set by the FCC for the inauguration of commercial television and with video stations required to give a minimum of 15 hours of program service weekly—is only three weeks away, no official announcement of programming plans, commercial rate or other details has as yet been made by CBS, DuMont or NBC regarding their proposed sight-and-sound broadcasts in New York.

Nor is any such announcement expected until conclusion of the Radio Manufacturers Assn. meeting to be held this week in Chicago, at which the manufacturers of radio receivers will probably reach a decision as to the number of video receivers to be manufactured and placed on the market this year.

Tests Conducted

Meanwhile, however, television staffs of all three companies are pushing preparations for regular operation after July 1. CBS last week began making field tests with its video transmitter which has been altered to conform to the new FCC standards and expects its sound transmitter to be ready for test broadcasts within a few days.

DuMont engineers have been conducting field tests for some weeks with both sight and sound transmission. NBC's transmitter is continuing to give a limited program service, comprising three telecasts of boxing bouts, horse races, ball games or similar out-of-studio events a week, on the old standards. It was explained that the technical job of changing the transmitter to the new standards can be completed in a few hours, between signing off one night and on the next day, if necessary.

It is considered probable that the three companies will work out some sort of time-sharing agreement, to give as many hours as possible of video service, instead of entering into program competition at the outset. Such an arrangement, providing for 45 hours of non-competitive service a week, would stimulate the sale of video receivers, and so increase the potential circulation of all three stations, it is believed, more than would fewer hours of service, but with a choice of programs during those hours.

CBC has announced tentative program plans, comprising dance programs, educational and news features, women's fashion shows, variety programs, and studio sports shows, as well as the art masterpieces announced previously [BROADCASTING, June 2]. For the present, CBS is limited to studio programs, since its mobile television unit is not scheduled to be delivered before August. NBC and DuMont have made no announcements, but it is believed that outside pickups will provide a large part of their program material, as past experience has shown that seeing things while they are actually happening has one of the strongest appeals for televiewers.

DuMont is also planning to feature this "real life, unrehearsed" technique in a number of its studio television programs, patterning them on the quiz and audience participation shows that have been so popular in sound radio.

NBC and ASCAP Discuss Proposals

But Differences Still Remain Before Contract Signing

WHILE there are still some differences between NBC and ASCAP which will have to be ironed out before any contract can be concluded for the return of ASCAP music to NBC's network programs, continued progress toward this goal was reported following a meeting last Thursday.

"Nothing is closed; there are still differences, but we are still working on the problem," was the summation of the session made by Mark Woods, NBC vice-president and treasurer, who has been conducting negotiations for his company.

Decisions Studied

The Supreme Court decisions which may make ASCAP operations illegal in a number of States, will not prove a deterrent factor to contracts with NBC or CBS, as first expected, it was learned. ASCAP has agreed to give protection to the networks for network broadcasts of ASCAP music, even when these programs are carried by stations located in States in which ASCAP operations are outlawed.

Despite this guarantee, however, network legal departments are carefully analyzing the opinions of the court in the Florida and Nebraska cases and their probable effect on the broadcasting of ASCAP music in those states.

Earlier last week negotiations were resumed between ASCAP and CBS, which had halted its conversations with the music licensing group until the court opinions had been studied. Meeting was described as friendly, but little progress was reported.

Two Die In Accident

FERNAND LECLERC, chief of the special events department of the Montreal studios of the Canadian Broadcasting Corp., and Leo Pol Morin, CBC musician, were instantly killed in an auto accident 40 miles north of Montreal on May 29. There were two other passengers. Louis Francoeur, CBC French news commentator, suffered two broken legs and possible internal injuries, and Rev. Wilfrid Morin, radio lecturer, was not expected to recover.

WBNX NEW YORK
ONE OF NEW YORK'S BEST KNOWN STATIONS FOR IT'S *Intimate* PROGRAM APPEAL TO AMERICA'S LARGEST MARKET
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petry Office

'Fortune' Endorses Partial Censorship

But Says It Must Apply Only To Outgoing Information

ADVISABILITY of enforcing a "peripheral" censorship, applying to outgoing communciations, "which may, if necessary, include a limited censorship of radio," was pointed to in the June issue of *Fortune* magazine.

In its recommended "censorship policy," *Fortune* also declared "unequivocal opposition to press censorship in any form" so long as the nation's press cooperates voluntarily in keeping secret facts of strictly military value "so long as they are secret in fact."

Advocating freedom from censorship for ordinary domestic and editorial news accounts, in the interest of keeping United States citizens completely informed as to defense and other developments, the magazine noted that the most effective way of keeping valuable information from the enemy lay in secrecy at the source, combined with peripheral censorship. The article maintained that "the greatest service the press can render a democracy in wartime is to remain aggressively free, critical and informative."

Vital Secrets

Press cooperation in maintaining secrecy of a limited list of truly vital technical secrets and of troop, ship, and plane movements and other information of strictly military value is necessary, the article declared, but restrictions should not extend to politics and public morale.

"The Army and Navy have the undisputed right to control correspondents and photographers in military areas and to censor their news and pictures," *Fortune* stated. "Such censorship, however, should be limited to vital military and naval information and not extend to the vague fields of politics and public morale.

"The case for radio censorship has more validity because broadcasting transmits information instantly beyond our shores—that is, beyond reach of peripheral censorship (mail, cable, wireless). And it may be that radio for this reason should be subject to censorship in some degree. But if censorship is applied to radio it should be applied for reasons of communication, not of dissemination."

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

COMBINATION MEN BASIS OF DISPUTE

FOLLOWING conclusion of a test strike, involving a jurisdictional dispute between American Federation of Radio Artists and International Brotherhood of Electrical Workers, both AFL affiliates, which forced KYA, San Francisco, off the air for a day-and-a-half late in May, IBEW officials are working with the San Francisco Employers Council in negotiating agreements covering combination men. The council is acting on behalf of stations in the San Francisco area in an effort to forestall similar disputes at other stations.

The KYA strike, settled finally after appeals to both the National Labor Relations Board and AFL President William Green, lasted from 10:30 a.m. May 27 to 4 p.m. May 28, with the station off the air during that period. According to KYA Manager Harold H. Meyer, the situation revolved about a jurisdictional dispute between AFRA and IBEW, each claiming the right to bargain for the announcers and producers. Upon inquiry, AFL President Green declared that radio announcers come under jurisdiction of AFRA, with Technicians and radio service men under IBEW.

In the strike, announcers and producers of the station, who had switched from AFRA to a special IBEW unit, walked out and the IBEW technicians joined them in a sympathy strike. The contract settling the controversy finally was signed by AFRA. The two-year agreement calls for a $42.50 weekly salary minimum for announcers and producers, retroactive to March 24, with an increase to $45 weekly starting May 1, 1942, along with a five-day 40-hour week, with two consecutive days off and two weeks vacation with pay after a year's employment.

Bleachette Tested

AMERICAN CYANAMID Co., Calco chemical division, Bound Brook, N. J., is testing radio in New York for Bleachette, a packaged household bleaching chemical. Company has started, through J. M. Mathes Inc., New York, two participating announcements weekly on Helen Craig's *Woman of Tomorrow* on WJZ, and quarter-hour foreign language program twice weekly on WBYN, Brooklyn.

Planters Spots

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., on June 16 starts using one and two daily spot announcements on the Buffalo stations, WKBW WBEN, respectively, as well as three per day on WTAM, Cleveland, starting June 30 for 13 weeks. Agency is Raymond R. Morgan Co., Los Angeles.

Octagon Additions

COLGATE-PALMOLIVE-PEET Co., Jersey City, is adding WFBG, Altoona, and WJAC, Johnstown, to the following list of stations carrying one-minute spot announcements 10 times weekly for Octagon soap chips: KWKH, Shreveport; WJDX, Jackson, Miss.; WPTF, Raleigh; WIS, Columbia, S. C.; WFBC, Greenville, S. C.; KTRH, Houston; WTAR, Norfolk. Ted Bates Inc., New York, is agency.

New Pall Mall Cigarette Adding 23 Stations for Extensive Spot Series

MORE THAN 1,200 announcements weekly will be used to advertise the modern-designed Pall Mall cigarettes in a spot campaign starting June 9. American Cigarette & Cigar Co., New York, will add 23 stations in five cities to a test list of 16 stations, using from 16 to 42 announcements weekly per station. Ruthrauff & Ryan, New York, agency handling the account, has produced a dozen different transcribed announcements featuring the modern design theme.

Following a test campaign started last March on 16 stations in New York, Chicago and Pittsburgh, the new campaign has been extended to include Philadelphia, Buffalo, Detroit, San Francisco and Los Angeles. Contracts run for 13 weeks, although in some cases they extend for 52 weeks with cancellation options. Total cost of the summer drive is estimated at several hundred thousand dollars.

The full station list for the campaign includes: WMCA WINS WNEW WHN WABC WOR WBBM WCFL WJJD WGN WAAF WIND WJAS KQV KDKA WCAE WBEN WKBW WGR WEBR KHJ KECA KFI KNX KFWB KFRC KSFO KJBS KROW KYA KYW WFIL WCAU WDAS WJR WXYZ CKLW WJBK WWJ.

Florida Fruit Plans

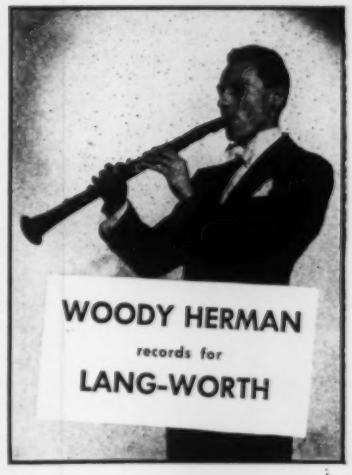
FLORIDA CITRUS COMMISSION, Lakeland, Fla., on July 4 will discontinue *Mary Margaret McBride* on 25 CBS stations, Monday through Friday at 3-3:15 p.m. L. W. Martin, advertising manager of the commission, announced a nationwide campaign to promote canned citrus juices, primarily grapefruit, is planned next year, concentrating on spot radio and other media. The commission passed a resolution praising the promotional campaign conducted during the past season by Arthur Kudner, New York.

SETTLEMENT SEEN IN WKRC DIPUTE

ALTHOUGH the threat of an AFRA strike at WKRC, Cincinnati, has not been averted, conversations still are going forward toward settlement. Officials of the *Times-Star* station were scheduled to meet with representatives of the Cincinnati Central Trades Labor Council on Monday, June 9.

An independent union, Radio Artists Assn., declared to comprise a majority of WKRC's program staff, has filed a petition with the National Labor Relations Board, it was announced. The group seeks an immediate labor board election. WKRC has approximately a score of regular program employes, including announcers, with an overall staff, including parttime people, of about 35.

It has been contended by WKRC that AFRA has refused an election and that the claim a majority of the program staff is AFRA-affiliated has been challenged. Hulbert Taft Jr., general manager of WKRC, was to confer directly on Monday with Jack Hurst, president of the Cincinnati Council, it was reported.



RADIO ADVERTISERS
Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—
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HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY

Super Results for a Super Market!
3 OUT OF 4
Baltimore Listeners Daily!
Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"
WCBM
BALTIMORE, MARYLAND
Affiliated with MUTUAL
Beginning Oct. 1—NBC BLUE

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MAY 29 TO JUNE 6 INCLUSIVE

Decisions . . .

MAY 29

KGBS, Harlingen, Tex.—Granted modification CP new transmitter.

KDTH, Dubuque, Ia.—Granted license new station 1370 kc 1 kw unl.

WTAL, Tallahassee, Fla.—Granted CP change equipment.

WRLC, Toccoa, Ga.—Granted license new station 1450 kc 250 w unl.

W47NV, Nashville—Granted license new FM station.

MAY 31

KMPC, Beverly Hills, Cal.—Granted petition intervene hearing WTCN application shift to 710 kc 10 kw unl. directional.

KIRO, Seattle—Granted petition intervene WTCN hearing and WHB hearing on request 710 kc 5 kw unl. directional.

WDAE, Tampa, Fla.—Granted petition withdraw application shift to 740 kc 10 kw unl. directional.

W1XG, Boston—Granted petition amend application and ask CP commercial television.

NEW, Ellensburg, Wash.—Granted motion to continue hearing.

KRLD, Dallas—Granted petition intervene hearing application Mid-American Broadcasting Corp. for new station.

JUNE 3

KOB, Albuquerque—Granted special authorization 25 kw N 50 kw D 1030 kc.

WGNY, Newburgh, N. Y.—Granted CP new transmitter, shift 1220 kc, increase 1 kw D.

KRLH, Midland, Tex.—Granted modification CP to 1230 kc.

KWBG, Hutchinson, Kan.—Granted transfer control from W. B. Greenwald (owner all outstanding stock) to Stanley Marsh (50%), William Wyse (49.9%) and Wesley E. Brown (.1%) for $40,000.

WQXR, New York—Granted modification CP change equipment increase to 10 kw unl.

MISCELLANEOUS—**W71SB, South Bend, Ind.**, granted CP FM station subject Order No. 79; **NEW, Gibraltar Service Corp., Philadelphia**, application FM station placed in pending file under Order No. 79; **NEW, Texas Star Broadcasting Co., Houston**, adopted order denying petition for reconsideration and grant without hearing CP new station 1250 kc 250 w unl.; **WAAF, Chicago**, adopted decision and order denying rehearing asked by WAAF in action 1-28-41 modification of CP of WWJ for directional antenna N; **NEW, Ralph L. Lewis, Greensboro, N. C.**, denied petition to sever application for new station from consolidated hearing with High Point Broadcasting Co.

JUNE 6

WKWK, Wheeling, W. Va.—Granted license to cover CP new station.

W9XER, Kansas City—Granted license to cover CP developmental FM 46.5 mc. 1,500 w.

NEW, Natchez Radio Corp., Natchez, Miss.—Granted motion to dismiss CP application without prejudice.

NEW, Orange Broadcasting Corp., Orange, Tex.—Granted motion to dismiss application without prejudice.

KSEI, Pocatello, Ida.—Granted petition to withdraw application CP without prejudice.

Applications . . .

JUNE 2

NEW, Trent Broadcast Corp., Trenton, N. J.—CP 1230 kc 1 kw unl., amended to 920 kc.

NEW, County Broadcasting Co., Norfolk, Va.—CP 1490 kc 250 w unl., contingent on WBOC moving to 1230 kc.

WMC, Memphis—CP 1-5 kw amended to request 790 kc.

JUNE 5

WATR, Waterbury, Conn.—Modification CP power increase for new transmitter.

WAAB, Boston—CP increase to 5 kw unl., move transmitter to Paxton, Mass., studios to Worcester.

KWOS, Jefferson City, Mo.—Modification license to 1240 kc.

WRDO, Augusta, Me.—Authority transfer control to Adeline B. Rines from Henry P. Rines, deceased (100 shares).

NEW, Dyke Cullum, Washington—CP new station 1450 kc 250 w N 100 w D, facilities of WWDC.

WQBC, Vicksburg, Miss.—Modification of license to 1470 kc, increase to 500 w N 1 kw D.

WBAA, West Lafayette, Ind.—Modification of CP for new transmitter and directional.

KOAM, Pittsburg, Kan.—CP change to 500 w N 1 kw D.

NEW, La Crosse Tribune Co., La Crosse, Wis.—CP FM 46.5 mc 4,520 sq. miles 166,000 population.

KECA, Los Angeles—License to cover CP increase power.

JUNE 6

WAWZ, Zarephath, N. J.—CP new transmitter, increase to 5 kw D 1 kw N. directional.

NEW, Birney Imes, Tupelo, Miss.—CP new station amended to 1490 kc.

KGDM, Stockton, Cal.—CP change to 1140 kc 1 kw unl. directional.

Tentative Calendar . . .

JUNE 6

NEW, God's Bible School & College, Cincinnati—Petition to hold record open in application for international station.

JUNE 16

WTMC, Ocala, Fla.—License revocation (in Pensacola).

WDLP, Panama City, Fla.—License revocation (in Pensacola).

JULY 21

KGO, San Francisco—License renewal.
KOA, Denver—License renewal.
WMAL, Washington—License renewal.

JULY 15

KIDW, Lamar, Col.—License renewal.

JULY 23

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP new station 1450 kc 250 w D.

AUGUST 1

NEW, Symons Broadcasting Co., Ellenburg, Wash.—CP 1140 kc 1 kw unl.

NEWS OF THE ILL-FATED *Bismarck's* sinking was intercepted by Bob Eastman, news editor of WKY, Oklahoma City, as he caught a bulletin on a regular BBC broadcast at 5:30 a.m. (CST) early May 27. Here at his shortwave receiver Newsman Eastman scored for WKY by scribbling down the complete details of the Nazi ship's fate and five minutes later flashed the news over his station.

KWBG Transfer

SALE OF KWBG, Hutchinson, Kan., was authorized in an FCC action of June 3 allowing W. B. Greenwald, present owner of all the station's outstanding stock, to dispose of his holdings. Purchasers are Stanley Marsh, oil refiner, who will buy 50% of the stock; William Wyse, formerly advertising manager with the Plains Radio Broadcasting Co. in Texas, who will obtain 49.9%, and Wesley E. Brown, an attorney, with the other .1%. Total sale price is reported to be $40,000. KWBG, at present operating with 100 watts night and day, has a construction permit for 250 watts fulltime.

NET TALENT ACTION OBSERVED BY AFRA

WITHDRAWAL of networks from the talent management field, begun last week by CBS and with NBC expected to follow suit in the near future, is being closely watched by AFRA in the interests of the radio performers comprising AFRA membership.

It is considered unlikely, however, that the union will take any action to block such transfers, as there has always been a general feeling among union executives that the seller of talent should not also be the buyer of talent.

After CBS had announced its intention of selling Columbia Artists Bureau to Music Corp. of America, AFRA notified its members of the proposed deal and asked that any problems arising from the transaction be immediately reported to AFRA executives, who promised to arrange for arbitration of any legitimate individual claims. If no answer is received by June 12, AFRA will assume the members consent to the transfer, the letter stated, pointing out that MCA, like CBS, is franchised by AFRA and is bound by the AFRA requirements for agents.

Parker House Drive

THE PARKER HOUSE, Boston, on June 2 started test announcements thrice-weekly at 6:05 and 6:45 p.m. on WDRC, Hartford, offering a booklet titled "Boston Is a Browsing Town" to find out results. The Bellevue Hotel, under the same management as The Parker House, has been using a similar campaign on WGAN, Portland and WLBZ, Bangor, Me., and on June 2 added WSYB, Rutland, Vt. Agency is Albert Frank-Guenther Law, Boston.

KOB Gets Boost

KOB, Albuquerque, N. M., was authorized June 3 by the FCC to operate under special authorization with 50,000 watts daytime and 25,000 watts at night on 1030 kc, subject to modification or cancellation if undue interference is caused. The NBC outlet has a regular authorization for 10,000 watts, but has held a 50,000-watt construction permit on 1030 kc.

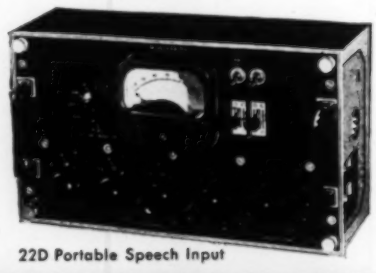
Boost for WQXR

DOUBLE power for WQXR, New York, was authorized June 3 by the FCC in granting the station modification of construction permit to use 10,000 watts fulltime on 1560 kc. The station will make changes in equipment and install a directional. A request for classification as a I-B station, would permit power up to 50,000 watts, was dismissed.

WEMP, Milwaukee, has appointed The Foreman Co. as its national representative.

"22D is sturdy papoose" says Chief Engineer

"For remote pick-ups, put wampum on Western Electric 22D Portable Speech Input," says the Chief. "It's built to travel rough trail and give listeners high fidelity. Easy for one brave to carry, set up and operate. Get all facts from Graybar Electric, Graybar Building, New York."



22D Portable Speech Input

Western Electric

AGENCY Appointments

STATE OF RHODE ISLAND, recreational advertising, to Horton-Noyes Co., Providence. Using radio.

KERR GLASS MFG. Corp., Los Angeles (Mason jars, caps, etc.), to Raymond R. Morgan Co., Hollywood. Spot campaign now in progress on 10 stations.

SPARKLETTS DRINKING WATER Corp., to Raymond R. Morgan Co., Hollywood, Cal. Plans include radio for the Southern California market.

PERMO PRODUCTS Corp., Chicago (phonograph needles), to Burton Browne Inc., Chicago. Using radio.

KLAFLIN-DENISON LABS., Providence, R. I. (antiseptic salve, shave cream), to Cory Snow Inc., Boston. Newspapers and radio being used.

Trommer Spots

JOHN F. TROMMER Inc., Orange (beer and ale), is using one-minute transcribed announcements three to six times weekly on WNBF, Binghamton; WGNY, Newburgh, N. Y.; WSLB, Ogdensburg; WTIC, Hartford; WMAS, Springfield; WMFF, Plattsburg, N. Y.; and KGU, Honolulu, Hawaii. Agency is Federal Adv. Agency, New York.

Nesbitt Adds Spots

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), currently sponsoring the transcribed quarter-hour series titled *Passing Parade*, featuring John Nesbitt as commentator, on 19 Don Lee stations, has supplemented its 13-week campaign with the following spot schedule: KOB, Albuquerque, N. M.; KOVO, Provo, Utah; KAVE, Carlsbad, N. M.; KUIN, Grants Pass, Ore., KHQ, Spokane, Wash.; and KBND Bend, Ore. Program is broadcast three times per week, with exception of KOB which carries it weekly. Series was cut by World Broadcasting System, Hollywood. Walter K. Neill Inc., Los Angeles, has the account.

Bowey's CBS Series

BOWEY'S Inc., Chicago (Dari-Rich products), on May 31 started for 52 weeks *Stars Over Hollywood* on 45 CBS stations, Saturday, 8:30-9 a.m. (PST) with West Coast rebroadcast one hour later. Program, emanating from KNX, Hollywood, under production of Paul Pierce, feature original two-act plays with guest film stars appearing in featured roles. Knox Manning is m.c. Agency is Sorenson & Co., Chicago.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Experienced Announcer—Major market station—5,000 watts. Send complete details immediately. Box 562, BROADCASTING.

Salesman—Excellent opportunity open in eastern metropolitan 5 kw station; send complete details immediately. Box 563, BROADCASTING.

Chief Engineer Wanted—Also assistant. Thoroughly familiar RCA equipment. Full-time station of 1000 watts. Submit full resume of qualifications to box 553, BROADCASTING.

A-1 Transmitter Engineer Wanted—Experience on 5 KW transmitter preferable. Details of education, experience, references, salary and photo first letter. Address Box 555, BROADCASTING.

Wanted—Continuity director, male, for permanent job directing three staff writers plus own writing good, punchy commercial copy for local accounts. No dreamers, no poets, no playwrights needed. Must understand local merchandising problems, have some knowledge program building and music and a sense of humor. Send samples of announcements and programs, photo, background to WGRC, Louisville, Kentucky, MBS.

Sales Manager—One of America's top 250 watters in billings in a city of 400,000 and a network affiliate expects to need a sales manager this fall. If you sell personally, can handle completely a 4 man sales force, know an idea when it comes along, and seek a permanent job with salary or commission limited only by your ability send your record to Box 560, BROADCASTING. This requires a good man—be sure you tell **all** your story. Applications confidential and interviews will be given the right men.

Situations Wanted

Production-Program Director—Experienced—can create ideas—full of punch and imagination. Box 558, BROADCASTING.

Young Man—With limited radio experience wants more. Draft exempt. More interested in future than immediate earnings. Box 556, BROADCASTING.

Announcer—Experienced in commercial continuity and program writing on N.B.C. outlet and local station. Draft Exempted. Desires Change. Available Immediately. Box 557, BROADCASTING.

Manager-Program Director—For local station . . . extensive program continuity, sales, sales promotion, publicity, public relations, and agency experience. Age 27, draft exempt. Box 554, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 551, BROADCASTING.

Announcer-Sports Commentator—Young man, draft exempt, good straight voice, rich sports background. Wrote commercial copy and continuity. Will hit the mark, why not with you? E. T. available. Box 559, BROADCASTING.

Proficient Young Man—With good tested voice, excellent appearance, radio background, seeks connection with radio station, any capacity. College, draft exempt, salary secondary, free to travel. Box 564, BROADCASTING.

Production Man . . . Director—Experienced. Full of audience-building ideas, imagination, showmanship. References. Box 561, BROADCASTING.

For Sale

For Sale—330 foot narrow base self-supporting Truscon radiator. Good condition. Radio station WIBC, 350 North Meridian, Indianapolis, Indiana.

TRANSMITTER WANTED

1 kilowatt, air cooled, must comply with good engineering standards. Box 550, BROADCASTING.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO.: NATIONAL REPRESENTATIVE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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PAUL F. GODLEY
Consulting Radio Engineer
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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Consulting Radio Engineer
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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in BROADCASTING for Results!

ASCAP to Seek Changes in Statutes

Discusses Plans With Florida Officials; Members Meet

POSSIBILITY that decision of The U. S. Supreme Court which upheld the Florida Anti-ASCAP law may result in changes, not in those operations of ASCAP which the law declares illegal but in the law itself so as to permit ASCAP to continue issuance of blanket licenses, was foreseen by ASCAP spokesmen last week, following conferences between State officials and executives of ASCAP.

Meanwhile, at a general membership meeting, held June 2 at the Hotel Astor in New York, ASCAP took final steps needed to bring its internal organization into conformity with the requirements of the Government consent decree by adopting the full agenda of amendments to its articles of association as proposed by its by-laws committee and approved by its board of directors [BROADCASTING, May 26].

Chief changes are those dealing with the election of directors, heretofore chosen by the board itself and now, for the first time, to be elected by the ASCAP membership.

Election Plan

The method of voting worked out by the committee, giving to each writer member one vote for each $20 received from ASCAP during the preceding year for domestic royalties and to each publisher one vote for each $500 so received, occasioned the most vigorous debate of the session, with some members advocating the adoption of a "one vote per member, regardless of rating" system of balloting. The committee's ideas prevailed, however, and the weighted-ballot system was adopted.

Following this ratification, the ASCAP board has appointed nominating committees of three publishers and six writers, each to select the candidates for the six publisher and six writer vacancies on the board to be filled this year. Committees consist of three publishers and six writers, the latter selected on the basis of income to insure representation of all income groups. No member of the committee may be a board member.

These committees in turn will select the candidates to be submitted to the memebrship for election to the board, three writers, including the incumbent, and two publishers, including the incumbent, to be nominated for each vacancy. This year six writers and six publishers will be elected. Ballots will be mailed out to the members as soon as the candidates have been chosen.

At the close of the meeting, the 400 ASCAP members present unanimously passed a vote of thanks to and confidence in their president, Gene Buck, and their present directors. This was taken as an indication that the present board may be continued without change, all members whose terms have expired, being re-elected.

Only reference made at the meeting to the Supreme Court decisions on the Florida and Nebraska anti-monopoly laws was the statement of Gene Buck, ASCAP president, that "the Society will, of course, as it always has in the past, comply with all laws of the United States, both Federal and State."

Florida Plans

John G. Paine, ASCAP general manager, on his return from Tallahassee that evening reported that "ASCAP has been asked to operate in Florida as at present for 30 days during which time ASCAP and State officials will work out means whereby citizens of Florida desiring blanket licenses for use of ASCAP music may obtain them legally under the new State law."

With Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel, Mr. Paine had gone to the Florida capital following the Supreme Court action to discuss with the State's attorney general the resultant situation and on what basis, if at all, ASCAP could continue operations in that State. The optimism expressed on his return represents a decided change from the ASCAP attitude the week previous, when the Society had been on the verge of informing its Florida licensees that their licenses were cancelled and they would henceforth have to deal directly with the individual owners of the copyrights of music contained in the ASCAP catalog.

Clearing up any misunderstanding as to the position of BMI in the light of these decisions, Sydney M. Kaye, BMI vice-president and general counsel, on June 2 sent the following notice to all publishing companies affiliated with BMI:

To BMI affiliated publishing companies:

Statements have been made that the recent decisions against ASCAP, rendered by the Supreme Court of the United States, may affect BMI'S ability to serve its associated affiliated publishing firms. This is not the case. The decisions will in no substantial way affect either the structure or activities of BMI, which has already taken steps to comply with the provisions of all State statutes applicable to it. The very premise upon which BMI was founded was that there should be an avoidance of all of the monopolistic features of ASCAP which have now been held to be illegal.

You may, therefore, be assured that BMI will continue to be able to make all of the music licensed by it available to all music users in all of the States of the United States.

Industry-Wide Support

BMI has also issued a statement concerning the references to its structure and activities contained in the Mutual "white paper". Stating at the outset that "the broadcasting industry does not exist to serve BMI" but "BMI exists to serve its stockholders and licensees" and pointing out that the BMI stockholders include approximately 160 MBS affiliates and all Mutual stockholders, with whom it values its relationships as highly as it does those with any other stations, BMI continues that it "does not desire to be drawn into any controversies between segments of the industry".

Planters to Add

PLANTER'S NUT & CHOCOLATE Co., Wilkes-Barre, Pa., on June 23 starts a heavy news schedule in a 13-week eastern campaign which includes five-weekly quarter-hour newscasts on WSB, Atlanta; WMBG, Richmond; WCKY, Cincinnati, and a five-minute news program on WTAM, Cleveland, five times per week. Firm plans to sponsor newscasts on additional stations. Agency is Raymond R. Morgan Co., Los Angeles.

Drawn for BROADCASTING by Sid Hix

"Darn That Memory Expert . . . He's Forgotten His Script Again!"

BMI About Ready For Decree Terms

Obtains Change to Bring Its Pact in Line With ASCAP

DEADLINE date for BMI to follow ASCAP's example and complete its compliance with the terms of the consent decree accepted by BMI from the Government is June 11.

BMI's first preparatory move was made last month, when it secured from U. S. District Judge F. Ryan Duffy in Milwaukee modifications of the BMI decree to put its licensing provisions into the same language as those of the ASCAP decree.

BMI claims that the differences would place it at a competitive disadvantage, as they appear to have been made at ASCAP's instigation "to create additional rights or eliminate duties on the part of ASCAP."

Change Effected

For example, BMI's petition pointed out, the decree accepted by BMI required it to offer a licensing plan giving stations the right to acquire performing rights in individual compositions in the BMI catalog, whereas the ASCAP decree limits this restriction to "users other than broadcasters." This would enable ASCAP to sell its music to stations on a blanket basis by informing them they can get the most popular BMI tunes individually but that they can't get ASCAP music that way.

Changes in the BMI decree as requested were ordered by the Federal court May 14 and accepted for the Government by Thurman Arnold, Assistant Attorney General; Victor O. Waters, special assistant to the Attorney General, and Warren Cunningham Jr., special attorney. Godfrey Goldmark, counsel for BMI in the proceedings, accepted for BMI.

Procter & Gamble Signs To Renew Eight Serials

PROCTER & GAMBLE Co., Cincinnati, on July 1 will renew for 52 weeks eight of its five-weekly serials for different products on NBC-Red, as follows:

Guiding Light (Camay), 3:30-3:45 p.m. on 71 Red stations and CBC; *Road of Life* (Chipso), 10:45-11 a.m., on 32 Red and CBC; *Vic & Sade* (Crisco), 3:45-4 p.m. on 69 Red; *The Goldbergs* (Duz), 11:30-11:45 a.m., on 16 Red; *Against the Storm* (Ivory Flakes), 3-3:15 p.m., on 75 Red and CBC; *The O'Neills* (Ivory soap), 12:15-12:30 p.m., on 6 Red; *The Story of Mary Marlin* (Ivory Snow), 11:15 a.m., on 63 Red, and *Pepper Young's Family* (White Naphtha soap), 11:15-11:30 a.m., on 63 Red and CBC.

Agency on Camay and Chipso is Pedlar & Ryan, N. Y.; Benton & Bowles, N. Y., handles Ivory Snow and Compton Adv., N. Y., is the agency for Crisco, Duz, Ivory Flakes and Snow, and White Naphtha soap.

Meet MRS. FULL-TIME HOMEMAKER....

through The YANKEE NETWORK

SHE represents *1,624,375 women in New England who devote their entire time to the important job of managing the home. Her purchases represent a large percentage of the $3,312,798,000 spent annually in retail stores, including $917,770,000 for food alone.

In every key market the most potent sales influence is provided by the 19 hometown stations of The Yankee Network.

Because they have long established, loyal listenership and proven acceptance, Yankee Network stations offer the most effective radio salesway to capture prosperous New England.

**Printer's Ink, "Families and How They Live".*

To

MAINE DEVELOPMENT COMMISSION

Our thanks for your participations in our Yankee Network Weather Service. And we're more than happy to hear from your agency Brooke, Smith, French & Dorrance, Inc. that you are pleased with the Recipe Book returns.

L. TRAVERS, V. P.
The Yankee Network

WNAC Boston • WTIC HARTFORD • WEAN Providence • WTAG Worcester • WICC Bridgeport, New Haven • WCSH Portland • WLLH Lowell, Lawrence • WSAR Fall River • WLBZ Bangor • WFEA Manchester • WNBH New Bedford • WBRK Pittsfield • WNLC New London • WLNH Laconia • WRDO Augusta • WCOU Lewiston, Auburn • WHAI Greenfield • WSYB Rutland • WELI New Haven

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM